

The Honorable Robert S. Lasnik

UNITED STATES DISTRICT COURT  
WESTERN DISTRICT OF WASHINGTON  
AT SEATTLE

BRUCE CORKER d/b/a RANCHO ALOHA; )  
COLEHOUR BONDERA and MELANIE )  
BONDERA, husband and wife d/b/a ) CASE NO. 2:19-cv-00290-RSL  
KANALANI OHANA FARM; and ROBERT )  
SMITH and CECELIA SMITH, husband and ) **FIRST AMENDED COMPLAINT -**  
wife d/b/a SMITHFARMS, on behalf of ) **CLASS ACTION**  
themselves and others similarly situated, ) **FALSE DESIGNATION OF ORIGIN**  
 ) **LANHAM ACT (15 U.S.C. § 1125)**

Plaintiffs, )

v. )

COSTCO WHOLESALE CORPORATION, a ) **JURY DEMANDED**  
Washington corporation; AMAZON.COM, )  
INC., a Delaware corporation; HAWAIIAN )  
ISLES KONA COFFEE, LTD., LLC, a )  
Hawaiian limited liability company; COST )  
PLUS/WORLD MARKET, a subsidiary of )  
BED BATH & BEYOND, a New York )  
corporation; BCC ASSETS, LLC d/b/a )  
BOYER'S COFFEE COMPANY, INC., a )  
Colorado corporation; L&K COFFEE CO. )  
LLC, a Michigan limited liability company; )  
MULVADI CORPORATION, a Hawaii )  
corporation; COPPER MOON COFFEE, LLC, )  
an Indiana limited liability company; GOLD )  
COFFEE ROASTERS, INC., a Delaware )  
corporation; CAMERON'S COFFEE AND )

1 DISTRIBUTION COMPANY, a Minnesota )  
corporation; PACIFIC COFFEE, INC., a )  
2 Hawaii corporation; THE KROGER CO., an )  
Ohio corporation; WALMART INC., a )  
3 Delaware corporation; BED BATH & )  
4 BEYOND INC., a New York corporation; )  
ALBERTSONS COMPANIES INC., a )  
5 Delaware Corporation; SAFEWAY INC., a )  
6 Delaware Corporation; MNS LTD., a Hawaii )  
Corporation; THE TJX COMPANIES d/b/a T.J. )  
7 MAXX, a Delaware Corporation; )  
8 MARSHALLS OF MA, INC. d/b/a )  
MARSHALLS, a Massachusetts corporation; )  
9 SPROUTS FARMERS MARKET, INC. a )  
Delaware corporation; )

10 )  
11 Defendants. )  
12 )  
13 )  
14 )  
15 )  
16 )  
17 )  
18 )  
19 )  
20 )  
21 )  
22 )  
23 )  
24 )  
25 )  
26 )  
27 )

## TABLE OF CONTENTS

I.	INTRODUCTION .....	1
II.	PARTIES .....	2
	HAWAIIAN ISLES KONA COFFEE LTD., LLC .....	3
	COST PLUS/WORLD MARKET .....	3
	BCC ASSETS, LLC d/b/a BOYER'S COFFEE COMPANY, INC.....	4
	L&K COFFEE CO. LLC .....	4
	MULVADI CORPORATION .....	4
	COPPER MOON COFFEE, LLC.....	5
	GOLD COFFEE ROASTERS, INC. ....	5
	CAMERON'S COFFEE AND DISTRIBUTION COMPANY .....	5
	PACIFIC COFFEE, INC. ....	6
	THE KROGER CO.....	6
	AMAZON.COM, INC.....	6
	WALMART INC.....	7
	COSTCO WHOLESALE CORPORATION.....	7
	BED BATH & BEYOND INC.....	7
	ALBERTSONS COMPANIES INC.....	8
	SAFEWAY INC. ....	8
	MNS LTD. ....	8
	THE TJX COMPANIES.....	9
	MARSHALLS OF MA, INC.....	9
	SPROUTS FARMERS MARKET, INC. ....	9
III.	JURISDICTION AND VENUE .....	10
IV.	CLASS ACTION ALLEGATIONS .....	11
	Numerosity.....	11
	Commonality .....	11
	Typicality .....	12
	Adequacy .....	13
V.	STATUTES OF LIMITATIONS TOLLING .....	14
	Discovery Rule .....	14
	Fraudulent Concealment .....	14

1	Estoppel .....	14
2	VI. FACTUAL BACKGROUND.....	15
3	VII. ELEMENTAL TESTING OF COFFEE.....	18
4	VIII. THE DEFENDANTS' PRODUCTS AND WRONGFUL ACTS.....	20
5	PACIFIC COFFEE ("MAUI COFFEE COMPANY" OR "MCC") .....	22
6	MULVADI CORPORATION .....	26
7	HAWAIIAN ISLES KONA COFFEE LTD., LLC .....	29
8	GOLD COFFEE ROASTERS, INC. ....	33
9	COST PLUS/WORLD MARKET .....	36
10	BOYER'S .....	41
11	L&K COFFEE CO. LLC (MAGNUM EXOTICS).....	45
12	COPPER MOON COFFEE .....	48
13	CAMERON'S.....	52
14	THE KROGER CO.....	55
15	AMAZON.COM.....	58
16	WALMART.....	59
17	COSTCO.....	59
18	BED BATH & BEYOND.....	59
19	ALBERTSONS & SAFEWAY .....	59
20	MNS LTD. ("ABC").....	59
21	TJX.....	59
22	MARSHALLS OF MA.....	60
23	SPROUTS .....	60
24	IX. PRAYER FOR RELIEF .....	62
25		
26		
27		

1 Plaintiffs, growers of Kona coffee, through their counsel of record, on their own behalf and on  
2 behalf of all others similarly situated, aver, allege and state as follows their complaint against the  
3 Defendants, based on information and belief and the investigation of their counsel.  
4

#### 5 **I. INTRODUCTION**

6 1. This class action is filed on behalf of the Kona coffee farmers who grow the entire  
7 worldwide supply of authentic Kona coffee. Kona coffee, renowned for its distinctive flavor and  
8 aroma, is one of the most famous and revered specialty coffees in the world. But only coffee grown  
9 on farms located within the Kona District of the Big Island of Hawaii (“Kona District” defined in  
10 paragraph 38 below) can be truthfully marketed, labeled, and sold as Kona coffee. The volcanic soil,  
11 the elevation, and the humidity of this region combine to give Kona coffee its distinctive  
12 characteristics. The term “Kona” tells consumers their coffee comes from this distinctive geographic  
13 region.  
14

15 2. Plaintiffs bring this action against coffee distributors, wholesalers, and retailers who  
16 for years have wrongfully profited from the goodwill and reputation associated with the geographic  
17 region of Kona by passing off ordinary commodity coffee as “Kona” coffee. Defendants’ deceptive  
18 practices have flooded the market with counterfeit “Kona” coffee products, injuring honest Kona  
19 farmers in two distinct ways. First, the marketplace is overwhelmed with counterfeit “Kona” products,  
20 and that excessive supply drives the price down sharply. Second, because the counterfeit products are  
21 basically comprised of generic commodity coffee, consumers are misled into concluding that Kona  
22 coffee is nothing special. These deceived consumers become less likely to pay a premium for authentic  
23 Kona coffee in the future.  
24  
25  
26  
27

3. By their actions, Defendants have artificially depressed the market price of authentic Kona coffee, harmed the reputation of authentic Kona coffee as a premium product, and caused consumer confusion as to the legitimate sources of Kona coffee. As a direct result, Plaintiffs have lost considerable profits, and Defendants have made considerable unjust profits, all in violation of the Lanham Act, 15 U.S.C. § 1125.

4. Plaintiffs bring this action to obtain redress for all Kona coffee growers who have been similarly injured by the conduct of the Defendants. Plaintiffs seek to recover for the members of the Class all damages available under the Lanham Act, including compensation for lost profits, disgorgement of profits of the Defendants, corrective advertising damages, and statutory attorneys' fees and costs. Plaintiffs also seek equitable relief in the form of an injunction permanently prohibiting the Defendants responsible for producing the accused coffee products from marketing, selling, or distributing any coffee products labeled Kona. Plaintiffs further seek an injunction prohibiting the retail Defendants from selling any coffee products that falsely designate Kona as the source of origin of the coffee.

## II. PARTIES

5. Plaintiff Bruce Corker is an individual who throughout the class period described in this Complaint has done business under the name of "Rancho Aloha," growing, harvesting, and roasting Kona coffee within the Kona District. Mr. Corker sells his Kona coffee under the "Rancho Aloha" label to consumers around the world through his website, [www.ranchoaloha.com](http://www.ranchoaloha.com).

6. Plaintiffs Colehour and Melanie Bondera are a married couple who throughout the class period described in this Complaint have done business under the name of "Kanalani Ohana Farm,"

1 growing, harvesting, and roasting Kona coffee within the Kona District. The Bonderas sell their Kona  
 2 coffee under the “Kanalani Ohana Farm” label to consumers around the world through their website,  
 3 www.kanalaniohana.farm.  
 4

5 7. Plaintiffs Robert and Cecelia Smith are a married couple who throughout the class  
 6 period described in this Complaint have done business under the name of “Smithfarms,” growing,  
 7 harvesting, and roasting Kona coffee within the Kona District. The Smiths sell their Kona coffee  
 8 under the “Smithfarms” label to consumers around the world through their website,  
 9 www.smithfarms.com.  
 10

11 8. On information and belief, defendant HAWAIIAN ISLES KONA COFFEE LTD.,  
 12 LLC (“Hawaiian Isles”), is a Hawaii limited liability company with its principal place of business in  
 13 Honolulu, Hawaii. Hawaiian Isles sells a variety of coffee products throughout the United States,  
 14 including this Judicial District, through various retail outlets, including but not limited to Cost Plus  
 15 World Market, Kroger, Safeway, Albertsons, ABC Stores, Amazon, and Walmart. Hawaiian Isles  
 16 falsely designates the geographic origin of its “Kona” coffee products with the prominent placement  
 17 of KONA on the front of the packaging. Hawaiian Isles advertises its coffee products nationally on  
 18 the Internet and with digital marketing campaigns through social media sites such as Facebook.  
 19

20 9. On information and belief, defendant COST PLUS/WORLD MARKET (“World  
 21 Market”) is a retail chain with 276 stores across the United States including 11 stores located in this  
 22 Judicial District. World Market, with its headquarters in Alameda, California, is a wholly owned  
 23 subsidiary of BED, BATH & BEYOND INC., a New York corporation. Through its retail locations  
 24 and its own online store, www.worldmarket.com, World Market sells in this Judicial District and  
 25 throughout the United States both its own private-label Kona coffee products as well as Kona coffee  
 26  
 27

1 products offered by third parties. World Market falsely designates the geographic origin of its “Kona”  
2 coffee products with the prominent placement of KONA on the front of the packaging. Certain third-  
3 party coffee products that World Market sells, such as those from Hawaiian Isles, similarly feature on  
4 the label the false designation of KONA as the geographic origin of the coffee.  
5

6 10. On information and belief, BCC ASSETS, LLC d/b/a BOYER’S COFFEE  
7 COMPANY, INC. (“Boyer’s”) is a Colorado corporation with its principal place of business in  
8 Denver, Colorado. Boyer’s is a wholly owned subsidiary of Luna Gourmet Coffee and Tea Company,  
9 LLC, which is a Colorado limited liability company also based in Denver, Colorado. Boyer’s sells its  
10 coffee products in this Judicial District and throughout the United States through its online store at  
11 [www.boyerscoffee.com](http://www.boyerscoffee.com) as well as through national retailers including but not limited to Amazon,  
12 Walmart, and Safeway. Boyer’s falsely designates the geographic origin of its “Kona” coffee products  
13 with the prominent placement of KONA on the packaging.  
14

15 11. On information and belief, defendant L&K COFFEE CO. LLC (“L&K”) is a Michigan  
16 limited liability company with its principal place of business at Nunica, Michigan. L&K primarily  
17 does business under the name Magnum Coffee Roastery, under which it sells a variety of coffee  
18 products under its Magnum Exotics label. L&K sells its coffee products throughout the United States,  
19 including this Judicial District, through both its own online store, [www.javaboulevard.com](http://www.javaboulevard.com), and  
20 various retail outlets, including but not limited to Costco, Amazon, Walmart, T.J. Maxx and Marshalls.  
21 L&K falsely designates the geographic origin of its “Kona” coffee products with the prominent  
22 placement of KONA on the front of the packaging.  
23

24 12. On information and belief, defendant MULVADI CORPORATION is a Hawaii  
25 corporation with its principal place of business in Honolulu, Hawaii. Mulvadi sells a variety of coffee  
26  
27



1 products throughout the United States, including this Judicial District, through various retail outlets,  
2 including but not limited to ABC Stores, Amazon, and Walmart. Mulvadi falsely designates the  
3 geographic origin of its “Kona” coffee products with the prominent placement of KONA on the front  
4 of the packaging.  
5

6 13. On information and belief, defendant COPPER MOON COFFEE, LLC (“Copper  
7 Moon”) is an Indiana limited liability company with its principal place of business in East Lafayette,  
8 Indiana. Copper Moon sells a variety of coffee products in this Judicial District and throughout the  
9 United States, including this Judicial District, both through its webpage,  
10 [www.coppermooncoffee.com](http://www.coppermooncoffee.com), and through various retail outlets, including but not limited to Copper  
11 Moon Coffee Cafes, Amazon, Walmart, Sam’s Club, Bed Bath & Beyond (the parent company of  
12 World Market), Office Depot, and Staples. Copper Moon falsely designates the geographic origin of  
13 its “Kona” coffee products with the prominent placement of KONA on the front of the packaging.  
14

15 14. On information and belief, defendant GOLD COFFEE ROASTERS, INC., dba  
16 Hawaiian Gold and also Parry Estates (“Hawaiian Gold”), is a Delaware corporation with its principal  
17 place of business in Jupiter, Florida. Hawaiian Gold sells a variety of coffee products throughout the  
18 United States, including this Judicial District, through its own website and various retail outlets,  
19 including but not limited to Kroger, Amazon, Walmart, T.J. Maxx and Marshalls. Hawaiian Gold  
20 falsely designates the geographic origin of its “Kona” coffee products with the prominent placement  
21 of KONA on the front of the packaging.  
22

23 15. On information and belief, CAMERON’S COFFEE AND DISTRIBUTION  
24 COMPANY (“Cameron’s”) is a Minnesota corporation with its principal place of business in  
25 Shakopee, Minnesota. Cameron’s sells its coffee products in this Judicial District and throughout the  
26  
27

1 United States through its online store at [www.cameronscoffee.com](http://www.cameronscoffee.com) as well as through national retailers  
2 including but not limited to Amazon, Walmart, Target, Sprouts, and Safeway. Cameron's falsely  
3 designates the geographic origin of its "Kona" coffee products with the prominent placement of  
4 KONA on the packaging.  
5

6 16. On information and belief, defendant PACIFIC COFFEE, INC., which does business  
7 as Maui Coffee Company ("MCC"), is a Hawaii corporation with its principal place of business in  
8 Lahaina, Hawaii. MCC sells a variety of coffee products throughout the United States, including this  
9 Judicial District, both through its webpage, [www.mauicoffeeco.com](http://www.mauicoffeeco.com), and through various retail  
10 outlets, including but not limited to ABC Stores, Amazon, Walmart, and Target. MCC falsely  
11 designates the geographic origin of its "Kona" coffee products with the prominent placement of 100%  
12 KONA on the front of the packaging.  
13

14 17. On information and belief, defendant THE KROGER CO. ("Kroger") is an Ohio  
15 Corporation, with its principal place of business in Cincinnati, Ohio. Kroger is a retail chain with over  
16 2,700 stores across the United States, including approximately 119 stores located in this Judicial  
17 District. Kroger also does business as Fred Meyer and QFC. With its private label "Kivu," Kroger  
18 falsely designates the geographic origin of its "Kona" coffee products with the prominent placement  
19 of KONA on the label of both its pre-packaged products and its self-serve coffee dispensers. In  
20 addition, Kroger sells coffee products from Hawaiian Gold, and others, which also falsely designates  
21 Kona as the geographic origin of its coffee.  
22

23 18. On information and belief, defendant AMAZON.COM, INC. ("Amazon") is a  
24 Delaware corporation with its principal place of business located in Seattle, Washington. Amazon is  
25 the largest online retailer in the world. Through its online store at [www.amazon.com](http://www.amazon.com), Amazon sells  
26  
27

1 in this Judicial District and throughout the United States a variety of deceptive coffee products,  
2 including, but not limited to, the following: Hawaiian Isles, Hawaii Gold, Mulvadi, Cameron's,  
3 Copper Moon, Boyer's, Hazz and Magnum Exotics. Each of these brands sells products that falsely  
4 designate KONA as the origin of the coffee beans.  
5

6 19. On information and belief, defendant WALMART INC. ("Walmart") is a corporation  
7 organized and existing under the laws of the State of Delaware with its principal place of business in  
8 Bentonville, Arkansas. Walmart has a total of 5,358 stores nationwide, and approximately 67 stores  
9 in Washington. Walmart sells in this Judicial District and throughout the United States a variety of  
10 deceptive coffee products, including but not limited to the following: MCC, Mulvadi, Copper Moon,  
11 Cameron's, Hawaiian Gold, Boyer's, and Hawaiian Isles. Each of these brands sells products that  
12 falsely designate KONA as the origin of the coffee beans.  
13

14 20. On information and belief, defendant COSTCO WHOLESALE CORPORATION  
15 ("Costco") is a corporation organized and existing under the laws of the State of Washington with its  
16 principal place of business in Issaquah, Washington. Costco is the second largest retailer in the world,  
17 and it owns and operates numerous retail locations within this Judicial District. Through its retail and  
18 online stores, Costco sells in this Judicial District and throughout the United States deceptive coffee  
19 products such as Magnum Exotics, which falsely designates KONA as the origin of the coffee beans.  
20  
21

22 21. On information and belief, defendant BED BATH & BEYOND INC. ("Bed Bath"), is  
23 a New York corporation with its headquarters in Union, NJ. Bed Bath operates over 1000 retail  
24 locations across the country, including numerous retail locations within this Judicial District.  
25 Bed Bath is the parent company of defendant World Market. Through its retail locations and its own  
26 online store, Bed Bath sells in this Judicial District and throughout the United States various coffee  
27

1 products labeled “Kona” from brands including, but not limited to, Copper Moon. The Copper Moon  
2 coffee products sold by Bed Bath feature on the label the false designation of KONA as the geographic  
3 origin of the coffee.

4  
5 22. On information and belief, defendant ALBERTSONS COMPANIES INC.  
6 (“Albertsons”) is a Delaware corporation with its principal place of business in Boise, Idaho.  
7 Albertsons is a national grocery store chain with over 2,300 locations across the United States,  
8 including approximately 20 stores in this Judicial District. Albertsons is the parent company of  
9 Safeway, Inc. Through its grocery stores in this Judicial District and throughout the United States,  
10 Albertsons sells a variety of deceptive coffee products, including but not limited to Hawaiian Isles,  
11 which falsely designates KONA as the origin of the coffee beans.  
12

13 23. On information and belief, defendant SAFEWAY INC. (“Safeway”) is a Delaware  
14 corporation with its principal place of business in Pleasanton, CA. Safeway is a national grocery store  
15 chain with over 900 locations across the United States, including dozens of stores in this Judicial  
16 District. Safeway is a subsidiary of Albertsons. Through its grocery stores in this Judicial District  
17 and throughout the United States, Safeway sells a variety of deceptive coffee products, including but  
18 not limited to Hawaiian Isles, which falsely designates KONA as the origin of the coffee beans.  
19

20 24. On information and belief, defendant MNS LTD. is a Hawaii corporation with its  
21 principal place of business located at Honolulu, Hawaii. Under the tradename ABC Stores, MNS Ltd.  
22 (hereinafter “ABC”) owns and operates a chain of retail stores through which it sells a variety of coffee  
23 products labeled as “Kona.” ABC also sells in this Judicial District and throughout the United States  
24 coffee products labeled as “Kona” through its online store at [www.abcstores.com](http://www.abcstores.com). Some of the coffee  
25  
26  
27

1 products sold by ABC falsely designate KONA as the origin of the coffee beans. Those offending  
2 brands include but are not limited to Mulvadi, MCC, and Hawaiian Isles.

3         25. On information and belief, defendant THE TJX COMPANIES (“TJX”) is a Delaware  
4 corporation with its principal place of business in Framingham, Massachusetts. TJX Companies, Inc.  
5 does business in Washington and elsewhere as T.J. Maxx. TJX operates a chain of T.J. Maxx retail  
6 stores in the United States, with numerous locations in this Judicial District, through which it sells a  
7 variety of coffee products labeled as “Kona.” TJX touts itself as one of the largest off-price retailers  
8 in the country. Some of the coffee products sold by TJX falsely designate KONA as the origin of the  
9 coffee beans. Those offending brands include, but are not limited to, Hawaiian Gold, Magnum  
10 Exotics, and Kona Roasting Co.

13         26. On information and belief, defendant MARSHALLS OF MA, INC. (“Marshalls of  
14 MA”) is a Massachusetts corporation with its principal place of business in Framingham,  
15 Massachusetts. Marshalls of MA does business in Washington and elsewhere as Marshalls. Marshalls  
16 of MA operates a chain of Marshalls retail stores in the United States, with numerous locations in this  
17 Judicial District, through which it sells a variety of coffee products labeled as “Kona.” Marshalls of  
18 MA touts itself as one of the largest off-price retailers in the country. Some of the coffee products  
19 sold by Marshalls falsely designate KONA as the origin of the coffee beans. Those offending brands  
20 include, but are not limited to, Hawaiian Gold, Magnum Exotics, and Kona Roasting Co.

23         27. On information and belief, defendant SPROUTS FARMERS MARKET, INC.  
24 (“Sprouts”) is a Delaware corporation with its principal place of business in Phoenix, Arizona. Sprouts  
25 operates over 200 grocery stores across the United States, including multiple locations within this  
26  
27

Judicial District. Some of the coffee products sold by Sprouts falsely designate KONA as the origin of the coffee beans. Those offending brands include, but are not limited to, Cameron's.

### **III. JURISDICTION AND VENUE**

28. This action arises under 15 U.S.C. §1125(a). This Court has original subject matter jurisdiction over Plaintiffs' claims for Lanham Act violations under 15 U.S.C. §1121(a) and federal question jurisdiction under 28 U.S.C. §§1331.

29. The Defendants conduct business in this Judicial District, have sold products in this Judicial District falsely designating "Kona" as the origin of the coffee, and have injured the reputation of Kona and the farmers of authentic Kona coffee in this Judicial District. Defendant Amazon, which sells many of the other defendants' deceptive "Kona" products, has its principal place of business in this Judicial District. Defendant Costco also has its principal place of business, and numerous retail locations, in this Judicial District. Amazon and Costco are two of the highest-volume retailers in the world. All of the defendants who produce the deceptive "Kona" products identified in this complaint sell such products in this Judicial District, either through numerous physical retail locations (including but not limited to retailers who are also defendants in this litigation) or through online stores (again including but not limited to retailers who are also defendants in this litigation). Many of the defendants who manufacture the deceptive "Kona" products named in this complaint also sell, through their own online stores, such product directly to consumers in this Judicial District. All of the retail defendants who sell the deceptive "Kona" products identified in this complaint either operate multiple retail locations in this Judicial District, or they sell the accused products through an online store and then ship the accused products to consumers in this Judicial District. The prevalence of the sale and distribution of the deceptive "Kona" products in this Judicial District has harmed the reputation and

1 goodwill associated with the Kona origin for coffee and has impaired the Plaintiffs' ability to obtain a  
 2 fair price for their authentic Kona coffee, or otherwise compete, in this Judicial District. Each of the  
 3 defendants has committed acts of unfair competition and false advertising in this Judicial District in  
 4 violation of the Lanham Act.  
 5

6 30. Venue is proper in this Court pursuant to 28 U.S.C. §1391 because a substantial part of  
 7 the events or omissions giving rise to the claims occurred in this Judicial District.

#### 8 **IV. CLASS ACTION ALLEGATIONS**

9 31. Plaintiffs bring this action on behalf of themselves and all other persons similarly  
 10 situated under Federal Rule of Civil Procedure 23. In particular, they seek to represent a Class of:  
 11

12 All persons and entities who commercially farmed Kona coffee in the Kona  
 13 District and then sold their Kona coffee, provided that they farmed and sold  
 14 their Kona coffee during the time that any Defendant sold coffee product with  
 the false designation of Kona as the origin of the coffee product.

15 Plaintiffs also seek to represent 19 Defendant-Specific Subclasses:

16  
 17 All persons and entities who commercially farmed Kona coffee in the Kona  
 18 District and then sold their Kona coffee, provided that they farmed and sold  
 19 their Kona coffee during the time [Defendant] sold coffee product with the  
 false designation of Kona as the origin of the coffee product.

20 Excluded from both the Class and the Subclasses are any entities named as Defendants in this action.

21 32. Plaintiffs meet the prerequisites of Rule 23(a):

22 a. **Numerosity**. On information and belief, between 600 and 1,000 sole entities  
 23 grow Kona coffee. The members of the Class and each Subclass are thus so numerous that joinder of  
 24 all Class members in this action is not practical.

25 b. **Commonality**. The answers to questions common to the Class and Subclasses  
 26 will drive the resolution of this litigation. The common questions of law and fact include:  
 27

i. whether Defendants manufactured or sold coffee labeled as “Kona” that was not grown in the Kona District of Hawaii;

ii. whether Defendants’ distribution and sale of products falsely labeled as “Kona” has created or is likely to create confusion among consumers;

iii. whether labeling coffee not grown in the Kona District of Hawaii as “Kona” constitutes a violation of the Lanham Act;

iv. whether the Defendants’ Lanham Act violations have negatively affected the market price of authentic Kona coffee;

v. whether the Defendants’ Lanham Act violations have injured the goodwill and reputation of the Kona name;

vi. the extent of damages to authentic Kona growers;

vii. the extent of Defendants’ profits earned as a result of falsely or misleadingly designating “Kona” as the origin of their coffee products;

viii. the corrective advertising required to remedy the damage Defendants have caused to the goodwill and reputation of the Kona name; and

ix. the form of injunction necessary to prevent Defendants from causing further harm in violation of the Lanham Act.

c. **Typicality**. Plaintiffs have the same interests as all members of the Class and Subclasses they seek to represent, and Plaintiffs’ claims arise out of the same set of facts and conduct as all other members of the Class and Subclasses. Plaintiffs and all proposed Class members grew and sold authentic Kona coffee and competed against the growers and sellers of coffee falsely labeled



1 as “Kona.” All of the claims of Plaintiffs and proposed Class members arise out of Defendants’  
 2 conduct in manufacturing, marketing, and selling coffee falsely labeled as “Kona.”

3 d. **Adequacy**. Plaintiffs will fairly and adequately represent and protect the  
 4 interests of the proposed Class members. Plaintiffs’ interests align with those of the class members,  
 5 and Plaintiffs have no fundamental conflicts with the Class. Plaintiffs have retained counsel competent  
 6 and experienced in Lanham Act, complex commercial, and class action litigation who will fairly and  
 7 adequately represent the Class.  
 8

9 33. Plaintiffs meet the prerequisites of Rule 23(b)(2) because Defendants have acted and  
 10 refused to act on grounds that apply generally to the Class, such that final injunctive relief or  
 11 corresponding declaratory relief is appropriate respecting the Class as a whole. Defendants’ sale of  
 12 coffee mislabeled as “Kona” coffee affected each Plaintiff and Class member in the same way. And  
 13 the Lanham Act provides for injunctive relief to prevent the Defendants from continuing to sell coffee  
 14 mislabeled as “Kona” coffee to prevent further harm to each Plaintiff and Class member.  
 15

16 34. Plaintiffs meet the prerequisites of Rule 23(b)(3):

17 a. The common questions of law and fact enumerated above predominate over any  
 18 questions affecting only individual members of the Class, and a class action is superior to other  
 19 methods for the fair and efficient adjudication of this controversy, as joinder of all members is  
 20 impracticable.  
 21

22 b. Defendants are sophisticated parties with substantial resources, while proposed  
 23 Class members generally are not, and prosecution of this litigation is likely to be expensive, as proved  
 24 by the extensive scientific analysis that preceded the filing of this complaint. Because the economic  
 25 damages suffered by any individual Class member from any individual defendant may be relatively  
 26  
 27

modest compared to the expense and burden of individual litigation, it would be impracticable for proposed Class members to seek redress individually for Defendants' wrongful conduct.

## V. STATUTES OF LIMITATIONS TOLLING

35. **Discovery Rule.** Plaintiffs and Class members did not know and could not have known about their Lanham Act causes of action because, even assuming general awareness of the sales of fake Kona coffee, it is impossible to know that a particular defendant has sold such coffee without either (1) extensive and expensive chemical analysis of the coffee itself that very few laboratories can perform and which Plaintiffs and the Class members likely cannot afford to pay for on their own, or (2) documents and information in the exclusive possession of the defendant. Reasonable and diligent investigation did not and could not reveal a factual basis for the Lanham Act claims alleged in this complaint prior to the investigation and extensive scientific testing that led to the Complaint itself.

36. **Fraudulent Concealment.** Any applicable statutes of limitations have been tolled by Defendants' knowing, active, and ongoing concealment of the facts as alleged in this Complaint. Defendants falsely labeled their coffee as "Kona" with the intent that other participants in the market, including Plaintiffs, Class members, and consumers, would be unable to determine whether or not the coffee was authentic Kona coffee. The truth about the origin of the coffee contained in Defendants' products was information within Defendants' exclusive control. The Defendants' had actual knowledge of their acts of concealment. Under the Lanham Act, Defendants owed and owe to Plaintiffs and Class members the duty to refrain from making false designations of the origin of their products.

37. **Estoppel.** Under the Lanham Act, Defendants owed and owe to Plaintiffs and Class members the duty to refrain from making false designations of the origin of the coffee in their their

coffee products. Defendants knowingly, affirmatively, and actively concealed the true character of their coffee, and that concealment continues. Defendants know and take unfair advantage of the market for authentic Kona coffee. Defendants are estopped from relying on any statute of limitations or advancing any laches argument in defense of this action.

## VI. FACTUAL BACKGROUND

38. Kona coffee is one of the rarest and most prized coffees in the world. Kona coffee is grown in the Kona District on the Big Island of Hawaii (the “Kona District”). *See* map below. *See also* Hawaii Administrative Rules (“HAR”) §4-143-3 (defining the geographic region of Kona as the “North Kona and South Kona districts on the island of Hawaii, as designated by the State of Hawaii Tax Map”). The Kona District contains only 3,800 acres of land cultivated for Kona coffee production, which sharply limits the amount of Kona coffee that can be grown.



1           39. Only coffee grown in the Kona District can be sold as Kona coffee. Coffee grown  
2 outside of the Kona District, even if grown within the state of Hawaii, cannot be sold as Kona coffee.

3           40. Kona coffee has been grown in the Kona District since 1828. The Kona District's  
4 volcanic soil, elevation, rainfall, proximity to the Pacific Ocean, moderate temperatures, and sunshine  
5 all interact to create Kona coffee's distinctive characteristics. Kona coffee's unique flavor, aroma,  
6 and mouth feel are a direct result of this growing environment.

7           41. The Kona name tells consumers that they are buying coffee grown in the Kona District.  
8 The name also tells consumers that the coffee has a distinctive flavor profile, and that the beans are of  
9 the highest quality. Consequently, consumers have been willing to pay a premium for Kona coffee.  
10

11           42. Within the Kona District, between 600 and 1,000 farmers grow Kona coffee beans.  
12 The typical Kona farmer cultivates no more than five acres, which is a very small farming operation.  
13 These farms typically operate as family businesses.  
14

15           43. Kona farmers produce approximately 2.7 million pounds of green Kona coffee each  
16 year. That compares to 20 billion pounds of green coffee produced worldwide. In other words,  
17 authentic Kona represents approximately 0.01% of worldwide coffee production. It is truly a  
18 premium product.  
19

20           44. But even though only 2.7 million pounds of authentic green Kona coffee is grown  
21 annually, over 20 million pounds of coffee labeled as "Kona" is sold at retail. That is physically  
22 impossible; someone is lying about the contents of their "Kona" products.  
23

24           45. Defendants sell packaged coffee products that are presented to consumers as Kona  
25 coffee, but that actually contain cheap commodity coffee beans. Some packages contain trace amount  
26 of Kona coffee, while other packages contain no Kona coffee at all.  
27

1           46.     The malicious actions taken by these Defendants, both individually and collectively,  
2 cause significant harm to legitimate Kona farmers. First, the Defendants flood the market with what  
3 appears to be Kona coffee. This tremendous supply of counterfeit Kona coffee pushes prices down  
4 sharply. And that low pricing artificially restrains the profitability of legitimate Kona coffee  
5 farms. Second, the Defendants are selling run-of-the-mill commodity coffee and labeling it as Kona  
6 coffee. A consumer who tries that inferior product, thinking it is Kona coffee, will conclude that Kona  
7 coffee is not worth a premium price. That consumer will be unwilling to pay a premium price for  
8 Kona in the future.  
9

10           47.     This pricing damage is not just theoretical; it is visible in the marketplace. Kona coffee  
11 performs differently in the marketplace than similarly-situated specialty coffees. For example, the  
12 specialty coffee called Jamaica Blue Mountain Coffee (“Blue Mountain”) is another premium coffee  
13 with a specific geographic designation of origin. Blue Mountain is grown in an annual volume that is  
14 comparable to Kona. And Blue Mountain is pushed into the same distribution channels. Yet  
15 Blue Mountain sells for between two and five times the price per pound of Kona.  
16  
17

18           48.     The impact of lower Kona pricing on the Plaintiffs and the Class is significant.  
19 Growing Kona coffee is a very expensive proposition, largely because the topography of the Kona  
20 District makes it nearly impossible to use modern farming machinery. Kona farms are therefore  
21 manual farming operations, with significant labor required to plant and harvest the coffee.  
22

23           49.     Despite the fact that they sell a premium product, the typical Kona coffee farmer, who  
24 is forced to sell their Kona coffee at a depressed price due to the actions of the Defendants, struggle  
25 to turn a significant profit from their Kona coffee farming operation. Sellers of premium products  
26  
27

1 with worldwide reputations typically enjoy above-market profit margins, reflecting the desirability of  
2 the product. The fact that so many Kona farmers struggle is shocking.

3 50. Kona farmers have suspected bad actors in the Kona marketplace for years. The  
4 problem has always been determining what was actually in a particular bag as that information has  
5 been concealed from the Kona farmers. Modern chemistry can now provide answers to that question.

## 7 **VII. ELEMENTAL TESTING OF COFFEE**

8 51. Kona coffee is grown in a very specific geographic area on the Big Island of  
9 Hawaii. That geographic area has a distinctive soil composition, due largely to its proximity to  
10 volcanoes. And that geographic area has distinctive humidity and rainfall, due largely to its proximity  
11 to the Pacific Ocean.

12 52. As a result of the local soil and rainfall, certain elements are present in high  
13 concentrations in Kona coffee beans. If a particular package of coffee truly contains Kona coffee  
14 beans, these elements tend to be present in high concentrations. If these elements are not present in  
15 high concentrations, then the package is unlikely to contain Kona coffee.

16 53. Moreover, as a direct result of the local soil and rainfall, certain elements  
17 are not present in high concentrations in Kona coffee beans. If a particular package of coffee truly  
18 contains only Kona coffee beans, then these elements tend not to be present in high concentrations. If  
19 they are present in high concentrations, then the package is unlikely to contain Kona coffee.

20 54. Scientists can examine the concentration of each of the elements that are found in Kona  
21 coffee beans, as well as the concentration of each of the elements that are not found in Kona coffee  
22 beans. By combining this information, scientists can determine with high confidence whether a  
23 particular package is authentic Kona coffee.  
24  
25  
26  
27

1           55. In practice, instead of looking at the concentration of an isolated element like  
2 barium (Ba) or nickel (Ni), scientists examine the *ratio* of the concentrations of *pairs* of elements. The  
3 reason for this approach is simple. If you were to roast coffee beans for ten minutes longer, you would  
4 not impact the amount of barium or nickel in the sample, but you would burn away more of the overall  
5 coffee bean. The concentration of barium would therefore increase, since it is defined as the mass of  
6 barium divided by the mass of the total bean. And the concentration of nickel would therefore  
7 increase, since it is defined as the mass of nickel divided by the mass of the total bean. But the ratio  
8 of the concentration of barium to the concentration of nickel would be unchanged. And since the lab  
9 does not know how long particular coffee samples were roasted by the Defendants, the scientists focus  
10 on measures that do not change with roasting.

13           56. Having tested barium and nickel, scientists have determined that authentic Kona coffee  
14 has a *ratio* of the concentration of barium to the concentration of nickel, also called the  
15 *relative concentration*, that falls within a certain range. If an unknown sample has a relative  
16 concentration within that range, it may or may not be Kona. But if an unknown sample has a relative  
17 concentration clearly outside that range, it is highly unlikely to be Kona. (This analysis makes intuitive  
18 sense. A veterinarian knows that dogs weigh between 1 and 325 pounds. If that veterinarian sees an  
19 animal that weighs 100 pounds, which is clearly in the range of observed dog weights, the veterinarian  
20 would say that the animal may or may not be a dog. But if that veterinarian sees an animal that weighs  
21 500 pounds, which is well outside the range of previously-observed dog weights, the veterinarian  
22 would immediately note that the animal is highly unlikely to be a dog.)

25           57. Determining the concentrations of particular elements and *isotopes* (which are simply  
26 variations of a particular element) is a process that requires significant scientific expertise and  
27

1 expensive instrumentation. The scientific techniques of *elemental analysis* and *isotopic analysis*<sup>1</sup> are  
2 widely accepted in the scientific community, and have been used in studies of various food products  
3 (including coffee). Unfortunately, these tests are very expensive. For that reason, the growers have  
4 never before had access to this kind of evidence.  
5

6 58. It is important to recognize that Defendants (who are likely to protest any and all  
7 aspects of scientific testing) could prove their innocence without retaining a single scientist, and  
8 without conducting a single lab test. They could simply provide evidence of where they bought  
9 legitimate Kona coffee that they have been selling at retail. Any legitimate Kona coffee products must  
10 ultimately have been grown on a farm owned by a Plaintiff or prospective Class member.  
11

12 59. It is also important to recognize that Defendants are sophisticated participants in the  
13 premium coffee marketplace. On information and belief, certain named defendants employ  
14 professional coffee buyers whose job function is to source coffees for their products. In other words,  
15 much like a professional jeweler could never plausibly claim to be confused about the difference  
16 between a Rolex and a Timex, these sophisticated defendants cannot plausibly claim to be confused  
17 about the coffee they are procuring. The Defendants and their buyers know exactly what they are  
18 buying, and what they are selling.  
19

## 20 **VIII. THE DEFENDANTS' PRODUCTS AND WRONGFUL ACTS**

21 60. Defendants use marketing and packaging that tell consumers that they are buying  
22 packages of Kona coffee, but those packages do not contain Kona coffee.  
23  
24  
25

---

26 <sup>1</sup> Two different types of isotopic testing have been performed to confirm whether a defendant has falsely  
27 designated Kona as the origin of its coffee products. The first test examined strontium isotopes, and the second  
test examined hydrogen and oxygen isotopes.



61. For each Defendant, this complaint includes one or more examples of particular products in their product line. The examples provided in this complaint are intended to be representative, and not necessarily exhaustive, of the deceptive products manufactured and/or sold by each defendant. Sampling has shown that nearly every product labeled “Kona” in their product lines misrepresents the origin of the coffee beans contained in the package. Given the scarcity of authentic Kona coffee (remember that Kona coffee represents only 0.01% of the worldwide supply of coffee) and the high profitability of marketing commodity coffee as if it were Kona coffee, it is no surprise that any defendant that is willing to engage in such deceptive practices would consistently practice their deception across all product lines. An unscrupulous merchant selling counterfeit Rolex watches on a street corner tends not to mix a real Rolex into inventory every once in a while.

62. For each example product, this complaint includes two graphs that shed light on the true contents of the package. The graphs are based on the ratios of elemental concentrations discussed above. The graphs included in this complaint are only a subset of the data collected on each deceptive product. For each product, additional data reinforces the results shown below.

63. For any particular coffee sample, a scientist can calculate the ratio between the concentration of strontium (Sr), and the concentration of zinc (Zn). For authentic Kona coffee, that ratio falls within a narrow range. A scientist can similarly calculate the ratio between the concentration of barium (Ba), and the concentration of nickel (Ni). For authentic Kona coffee, that ratio also falls within a narrow range. Those two ratios can be plotted on a scatter plot, creating a visual that indicates whether a particular sample has concentration ratios that are consistent with Kona coffee. The blue dots in each scatter plot below show the observed ratios from over one hundred samples of authentic Kona coffee. The red diamonds show the observed ratios from the coffee products sold by Defendants.

1 Those red diamonds are far outside the observed ranges for Kona, indicating that the Defendants'  
 2 designation of the origin of its coffee products as Kona is false.

3         64. For any coffee sample, a scientist can also calculate the ratio between the concentration  
 4 of cobalt (Co), and the concentration of zinc (Zn). For authentic Kona, that ratio falls within a narrow  
 5 range. And a scientist can calculate the ratio between the concentration of manganese (Mn), and the  
 6 concentration of nickel (Ni). For authentic Kona, that ratio also falls within a narrow range. As with  
 7 the earlier ratios, those two ratios can be plotted on a scatter plot, creating another visual that indicates  
 8 whether a particular sample has concentration ratios that are consistent with Kona coffee. The blue  
 9 dots in each scatter plot below show the observed ratios from over one hundred samples of authentic  
 10 Kona coffee. The red diamonds show the observed ratios from the coffee products sold by Defendants.  
 11 Those red diamonds are far outside the observed ranges for Kona, indicating that the Defendants'  
 12 designation of Kona as the origin of its coffee products is false.

13         65. *PACIFIC COFFEE ("MAUI COFFEE COMPANY" OR "MCC")*. The Maui Coffee  
 14 Company packages are unequivocal. The packages prominently say either "100% Kona Coffee" or  
 15 "100% Kona Macadamia Nut" in large block print on the front panel. Seeing that packaging on a shelf  
 16 or online, a consumer would conclude that the package contains no coffee beans other than Kona  
 17 coffee beans.

18         66. MCC falsely designates the geographic origin of its "Kona" coffee products with the  
 19 prominent placement of 100% KONA on the front of the packaging. MCC furthers this deception  
 20 through its product descriptions published on its online store. MCC deceptively describes its "100%  
 21 Kona Coffee" product as follows:

22         Without a doubt, one of the world's most sought-after beans by coffee connoisseurs!  
 23 Taste the full rich flavor of 100% Kona Coffee and experience the magic of the Kona  
 24  
 25  
 26  
 27

1 Coast for yourself. Our 100% Pure Kona Coffee has a medium to full body with mild  
2 acidity and will be delivered fresh to your doorstep. Take a trip to the Kona Coast when  
3 you experience the full rich flavor of our 100% Pure Kona Coffee.

4 MCC describes its “100% Kona Macadamia Nut” product as “Kona goodness with a touch of  
5 island-grown macadamia nuts. It doesn’t get any more Hawaiian than that.” MCC also deceptively  
6 advertises its coffee products as “100% Kona” on its Internet advertising. The deceptive product  
7 descriptions are designed to mislead consumers into believing that MCC’s products contain coffee  
8 from Hawaii, and more specifically the Kona region of Hawaii. The deceptive marketing, product  
9 names, and package designs are all intended to trade off the reputation and goodwill of the Kona name.  
10 They deliberately mislead the consumer into believing that MCC coffee products contain nothing but  
11 premium Kona coffee beans in order to justify the high price MCC charges for what are actually  
12 ordinary commodity coffee beans. Below are representative images of MCC’s deceptive “Kona”  
13 coffee products.  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27

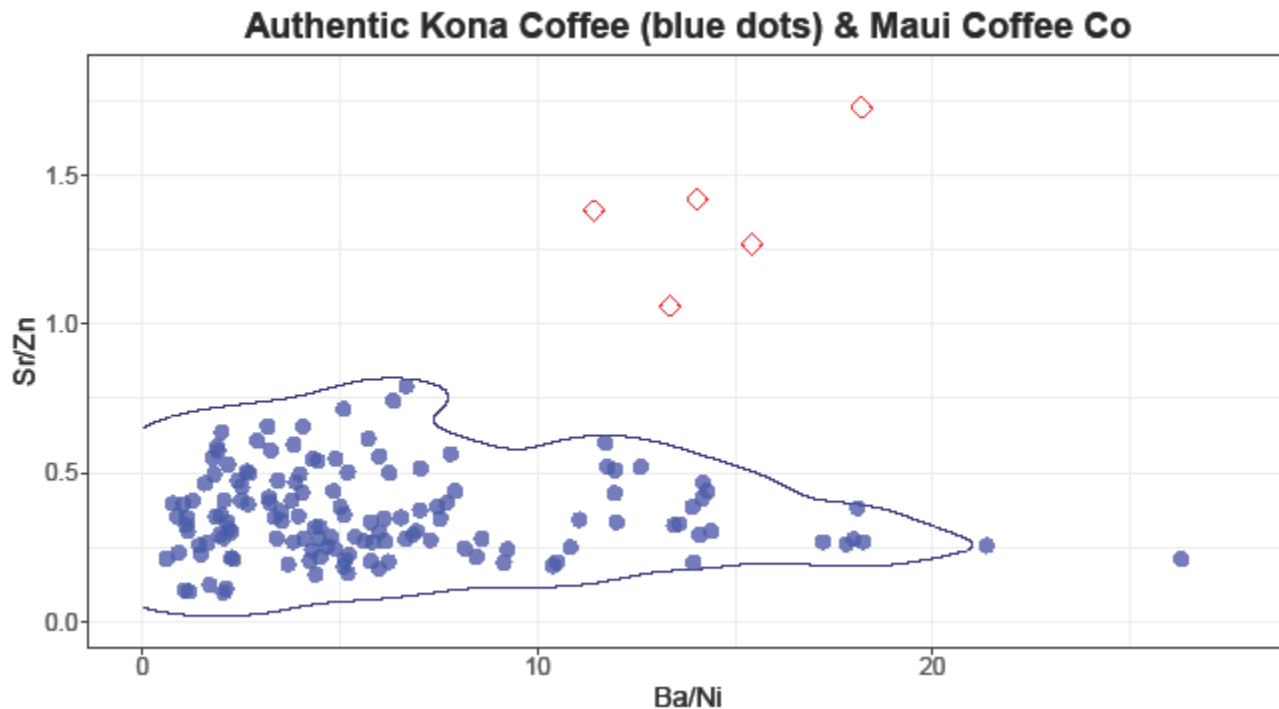


Figure MCC-1

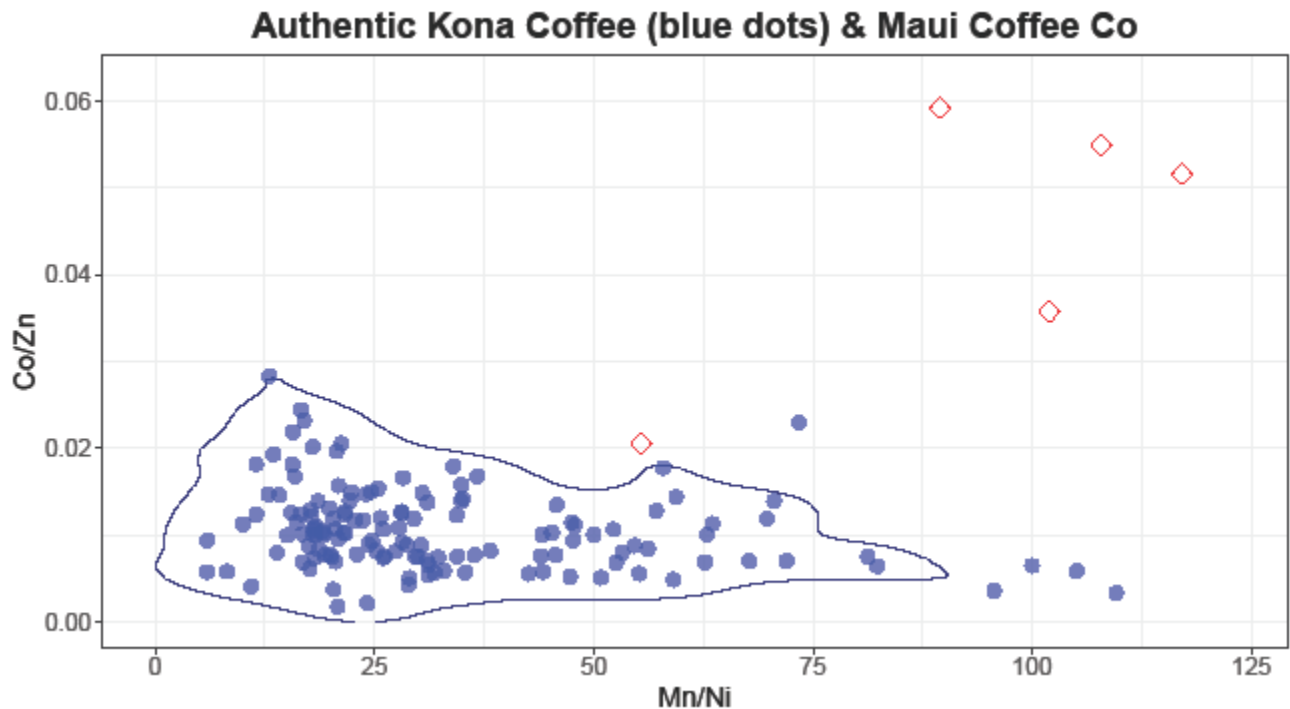


Figure MCC-2

67. But while consumers would reasonably believe that the packages in Figures MCC-1 and MCC-2 are pure Kona coffee, the lab tests tell a different story. On the below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, MCC's designation of Kona as the origin of the coffee in these products is false.



68. The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces the same conclusion for the MCC products that were tested. These accused MCC products (marked by red diamonds) are well outside the range of authentic Kona. In other words, MCC's designation of Kona as the origin of the coffee in these products is false.



**Figure MCC-B**

69. *MULVADI CORPORATION*. The front of the Mulvadi package says “100% Kona Coffee” in two distinct places. The main product banner is “Pure 100% Kona Coffee.” And there is a misleading “Official Seal” that says “100% Kona Coffee.” The purpose of the language that Mulvadi features on the face of its packaging is to mislead consumers into believing that Mulvadi coffee products come from the Kona District.

70. Mulvadi deceptively places a gold sticker on its packaging, which it presents as the “Official Seal” of the “Independent Kona Coffee Growers Association,” proclaiming that the product is “100% Kona Coffee” from the “Big Island of Hawaii.” On information and belief, there is no such association that is recognized for certifying Kona coffee products as 100% authentic. Instead, the “seal” is a marketing ploy intended to deceive consumers as to the source of origin of the coffee sold by Mulvadi. The deceptive marketing, product names, and package designs are all intended to trade

off the reputation and goodwill of the Kona name. They deliberately mislead the consumer into believing that Mulvadi coffee products contain premium Kona coffee beans, justifying the high price Mulvadi charges for what is actually ordinary commodity coffee. Below are representative images of Mulvadi's deceptive "Kona" coffee products, including an image of the "seal."



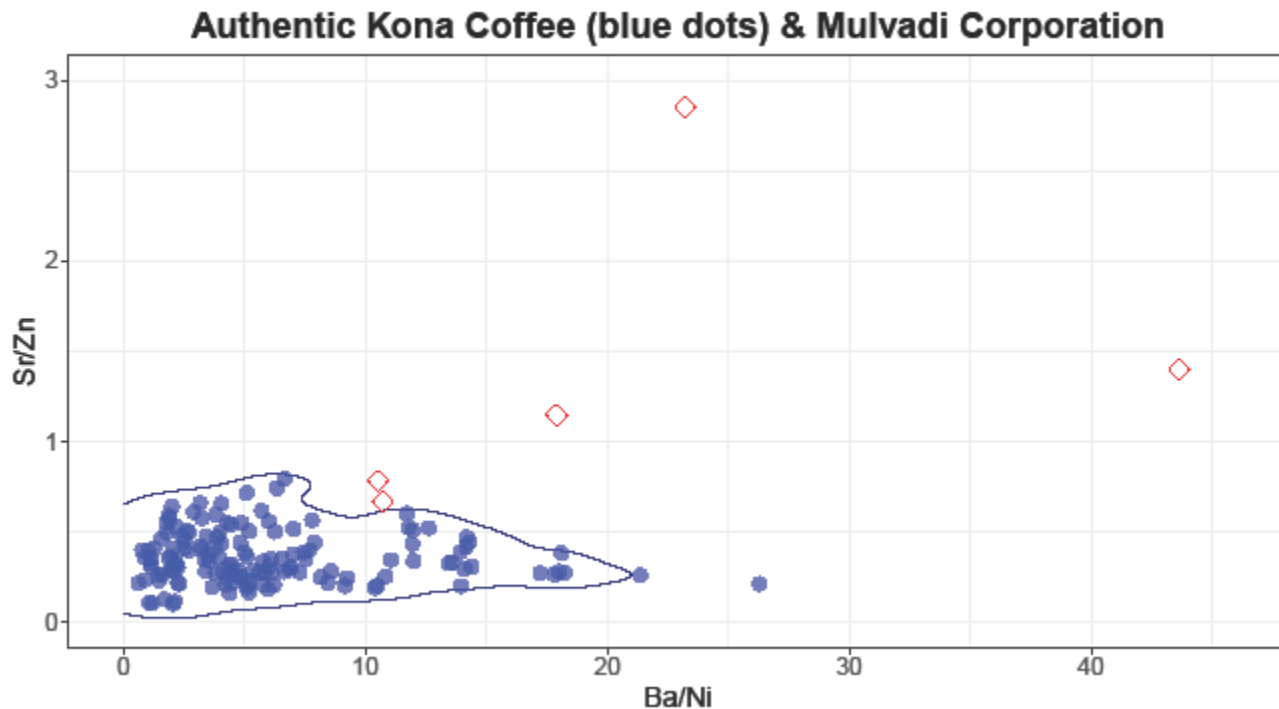
**Figure MUL-1**



**Figure MUL-2**

71. The Mulvadi package is unequivocal as to its contents; it says "100% Kona Coffee" twice on its front face. Seeing that packaging on a shelf or online, any consumer would conclude that the package contains only Kona coffee beans. But the lab tests tell a different story. On the below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by red diamonds) are well outside the range of authentic Kona. These packages are clearly not Kona. In other words, Mulvadi's designation of Kona as the origin of the coffee is false.

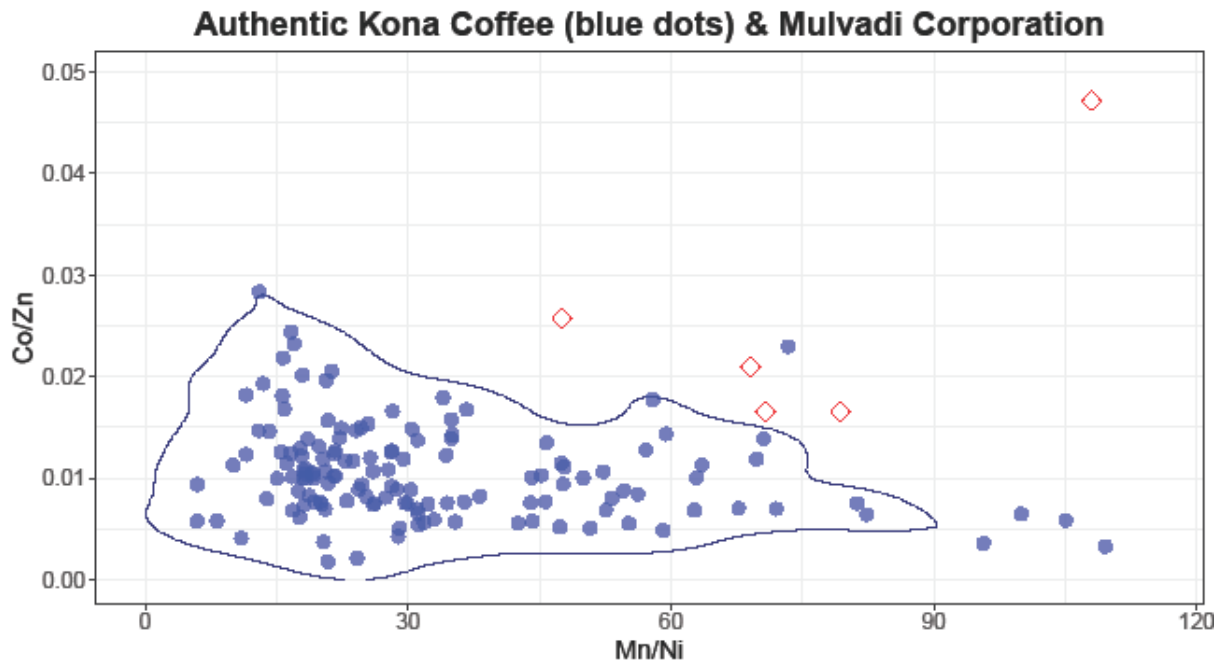




**Figure MUL-A**

The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces the same conclusion. These accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, Mulvadi's designation of Kona as the origin of the coffee in these products is false.





**Figure MUL-B**

72. *HAWAIIAN ISLES KONA COFFEE LTD., LLC.* Hawaiian Isles falsely designates the geographic origin of its “Kona” coffee products with the prominent placement of KONA on the front of the packaging. Hawaiian Isles advertises its coffee products nationally on the Internet and with digital marketing campaigns through social media sites such as Facebook. With its marketing campaigns, Hawaiian Isles uses deceptive taglines and slogans such as “Taste the Kona Difference,” “Bring Hawaii Home,” “Give the Gift of Aloha,” “Drink Kona Coffee and Relax,” and “I Want My Toes in the Sand and Kona Coffee in My Hand,” among others. The deceptive slogans are designed to mislead consumers into believing that Hawaiian Isles coffee products primarily contain coffee from Hawaii, and more specifically the Kona District of Hawaii. In addition, Hawaiian Isles uses deceptive names for its products intended to mislead consumers into believing that the coffee products contain a significant amount of Kona coffee. The deceptive product names include “Kona Classic,” “Kona Sunrise,” “Kona Hazelnut,” and “Kona Vanilla Macadamia Nut.” Hawaiian Isles also designs

its product packaging with imagery, text, and advertising slogans intended to mislead the consumer into believing that the coffee product contains coffee beans predominantly, if not exclusively, grown in Hawaii, and specifically in the Kona District. The deceptive marketing slogans, product names, and package designs are all intended to trade off the reputation and goodwill of the Kona name. They deliberately mislead the consumer into believing that Hawaiian Isles coffee products contain significant amounts of premium Kona coffee beans in order to justify the high price Hawaiian Isles charges for ordinary commodity coffee.

73. Below are several examples of the deceptive “Kona” products sold by Hawaiian Isles.



**Figure HI-1**

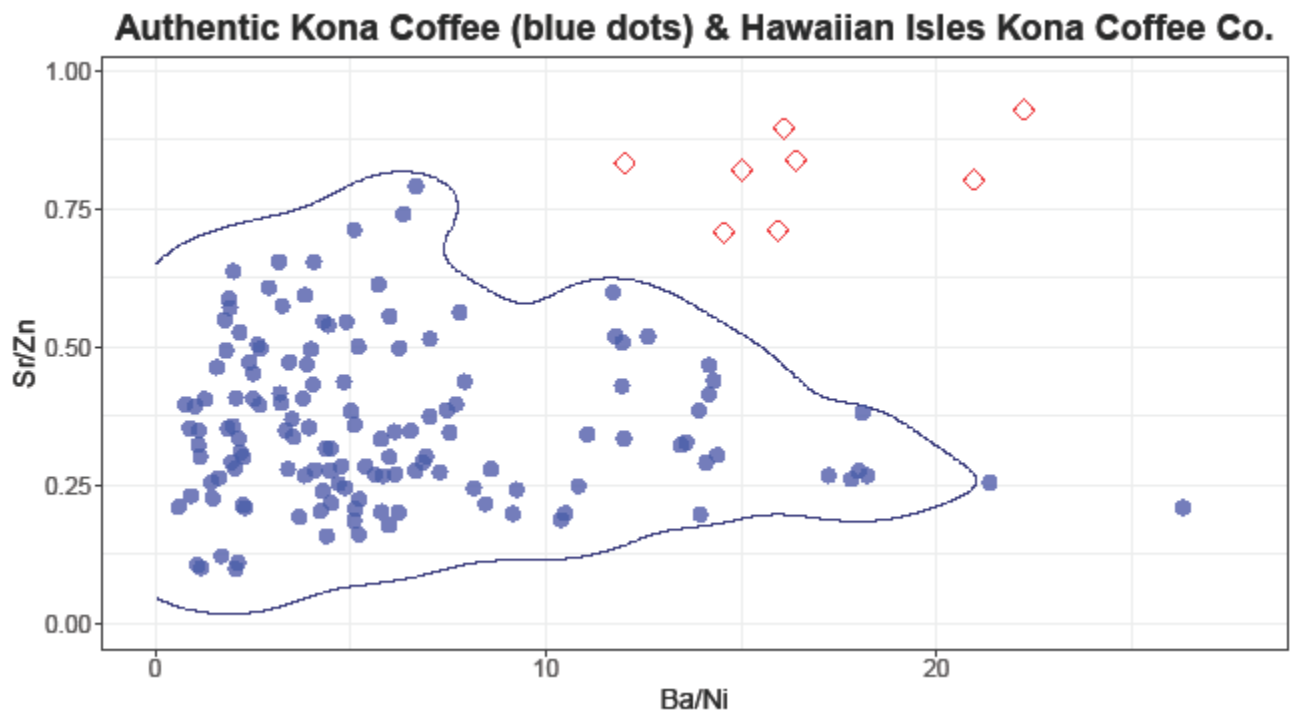


**Figure HI-2**

The packages themselves state “Made in Hawaii” on a banner on the front, above a map of Hawaii and a photograph of palm trees at sunset. The marketing copy on the side of the package states that the contents were “freshly roasted and packaged in Hawaii.” The package also states that “Kona Coffee is grown on the Big Island’s Kona Coast.” Given Hawaiian Isles’ unequivocal designation of

1 “Kona” as the origin of the coffee in its products, consumers buying these products would reasonably  
 2 believe that Kona, and only Kona, was the origin of the coffee contained therein.

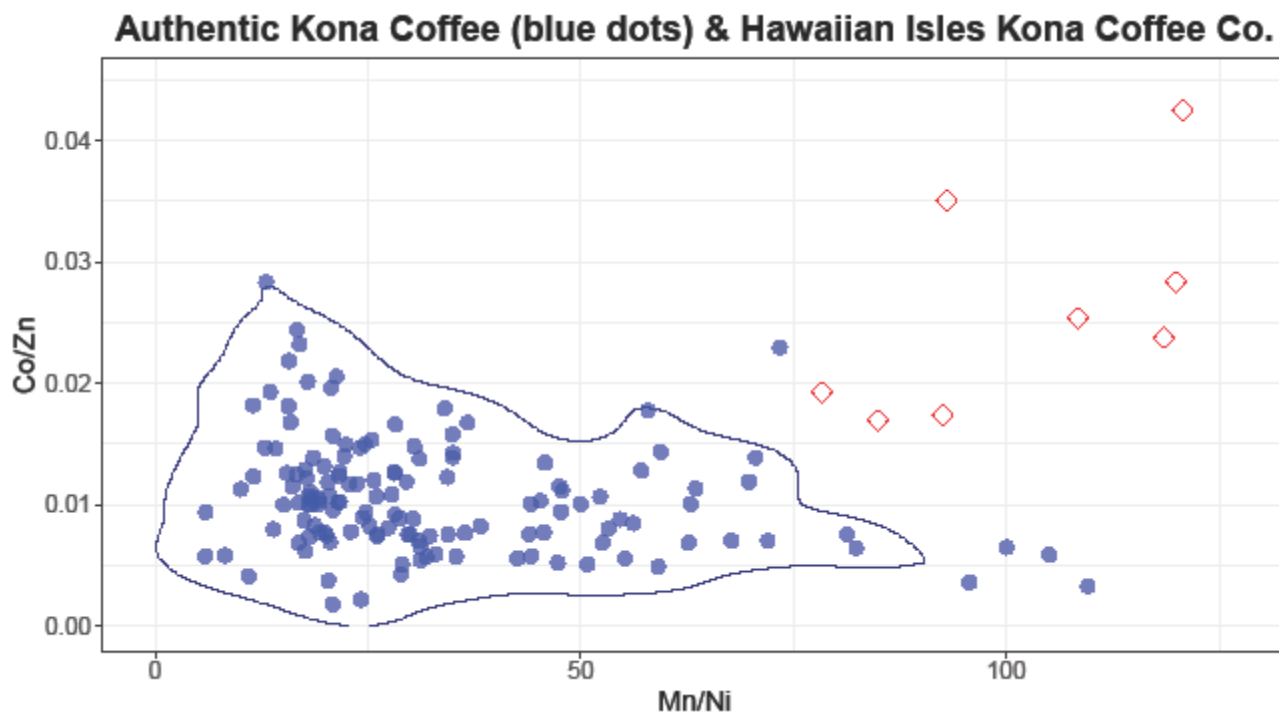
3  
 4 74. But while consumers would reasonably believe that the packages in Figures HI-1 and  
 5 HI-2 contain coffee that originates exclusively from Kona, the lab tests tell a different story. On the  
 6 below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused  
 7 products (marked by red diamonds) are well outside the range of authentic Kona. In other words, the  
 8 science indicates that the coffee contained in the Hawaiian Isles packages is highly unlikely to  
 9 originate from Kona.



22 **Figure HI-A**

23  
 24 The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces  
 25 the same conclusion. These accused products (marked by red diamonds) are well outside the range of  
 26 authentic Kona. Again, the science indicates that the coffee contained in the Hawaiian Isles packages  
 27

is highly unlikely to originate from Kona. In other words, Hawaiian Isles' designation of Kona as the origin of the coffee in these products is false.



**Figure HI-B**

75. In fact, these bags appear to contain very little Kona coffee, if any. As a simple indicator, note that authentic Kona has an average of less than forty times (40x) as much manganese as nickel. In contrast, some Hawaiian Isles samples have one hundred twenty times (120x) as much manganese as nickel. This evidence, and similar evidence from many other ratios, leads to the conclusion that there must be very little Kona in this package. In other words, Hawaiian Isles' designation of Kona as the origin of the coffee in these products is false.

76. Even a consumer understanding this package to be a blend of Kona and other coffees (which is a conclusion that very few consumers would draw based on this particular packaging) would

1 expect the package to contain a meaningful percentage of Kona beans. Given the deviation in the  
2 concentration ratios, though, it is implausible that this package meets those consumer expectations.

3         77. *GOLD COFFEE ROASTERS, INC.* Hawaiian Gold falsely designates the geographic  
4 origin of its “Kona” coffee products with the prominent placement of KONA on the front of the  
5 packaging. Hawaiian Gold boasts on its packaging and on its website, [www.goldcoffee.com](http://www.goldcoffee.com), that the  
6 “Kona” coffee contained in its coffee products is cultivated on a 900-acre plantation in the Kona  
7 District, which Hawaiian Gold commonly refers to as the Parry Estates. With its marketing, Hawaiian  
8 Gold uses deceptive taglines and slogans such as “Grown in paradise. Enjoyed worldwide,” “The  
9 Hawaiian Difference,” “From our land to your hand” (superimposed over a photograph of a tropical  
10 island), and “Striking flavor. Exotic character” (superimposed over an image of lava flow). The  
11 deceptive slogans and imagery are designed to mislead consumers into believing that Hawaiian Gold  
12 coffee products contain coffee from Hawaii, and more specifically the Kona District of Hawaii. The  
13 deceptive product packaging prominently features the word “Kona” in large font and includes pictures  
14 of volcanic mountains, Bird of Paradise flowers, and other imagery indicative of Hawaii. The  
15 deceptive marketing, product names, and package designs are all intended to trade off the reputation  
16 and goodwill of the Kona name. They deliberately mislead the consumer into believing that Hawaiian  
17 Gold coffee products contain significant amounts of premium Kona coffee beans in order to justify  
18 the high price Hawaiian Gold charges for what is actually ordinary commodity coffee.  
19  
20  
21  
22

23         78. Below are representative images of Hawaiian Gold’s deceptive “Kona” coffee  
24 products.  
25  
26  
27

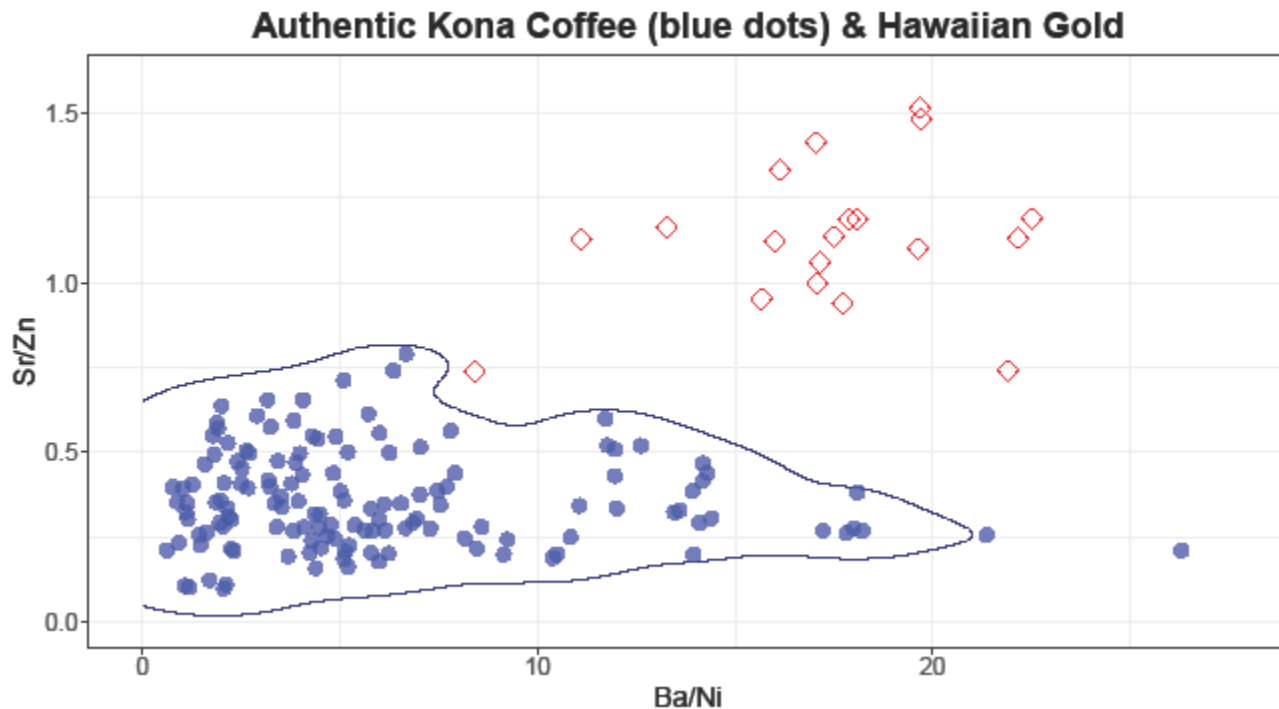


Figure HG-1



Figure HG-2

79. But while consumers would reasonably believe that the coffee in package HG-1 predominantly consisted of Kona beans, and the coffee in HG-2 contained nothing but 100% Kona, the lab tests tell a different story. On the below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, Hawaiian Gold's designation of Kona as the origin of the coffee in these products is false.



80. The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces the same conclusion. These accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, Hawaiian Gold's designation of Kona as the origin of the coffee in these products is false.

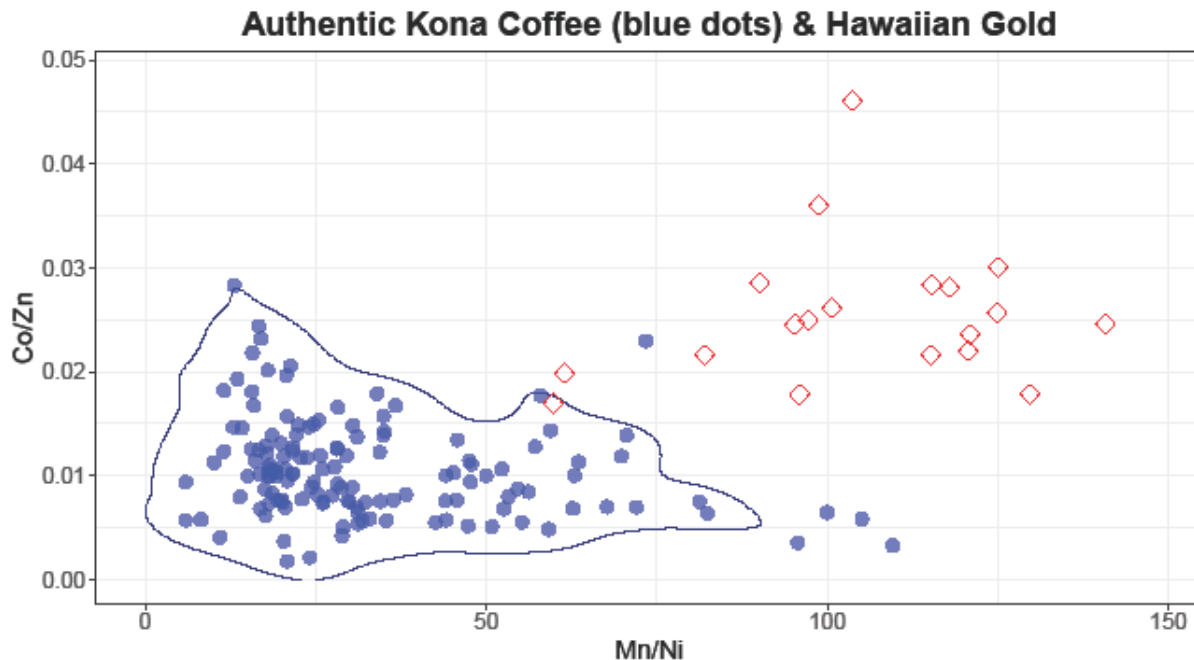


Figure HG-B

81. In fact, the tested Hawaiian Gold products contain very little Kona coffee, if any. As an indicator, note that authentic Kona has an average of less than forty times (40x) as much manganese as nickel. In contrast, tests show that one of the Hawaiian Gold samples has roughly one hundred forty times (140x) as much manganese as nickel. This evidence, and similar evidence from many other ratios, leads to the conclusion that there is very little Kona in this bag.

82. Even a consumer understanding the coffee in the package shown in HG-1 to be a blend of Kona and other coffees (a conclusion that very few consumers would draw based on this particular packaging) would expect the package to contain a meaningful percentage of Kona beans. Given the deviation in the concentration ratios, though, it is implausible that this package meets those consumer expectations.

83. *COST PLUS/WORLD MARKET*. World Market sells both its own private-label coffee products and coffee products offered by third parties, including coffee products falsely identified as



1 Kona coffee. World Market falsely designates the geographic origin of its “Kona” coffee products  
2 with the prominent placement of KONA on the front of the packaging. For example, World Market  
3 sells its own private-label coffee product labeled “Hawaiian Kona Blend” in packaging intended to  
4 mislead the consumer into believing the that the product contains a significant amount of Kona coffee  
5 beans, when the product actually contains little to no Kona coffee. The deceptive packaging features  
6 hibiscus flowers and the prominent placement of geographic terms “Hawaiian” and “Kona” in the  
7 center of the package label. The deceptive product names and package designs are all intended to trade  
8 off the reputation and goodwill of the Kona name. They deliberately mislead the consumer into  
9 believing that World Market coffee products contain significant amounts of premium Kona coffee  
10 beans in order to justify the high price World Market charges for what is actually ordinary commodity  
11 coffee.  
12

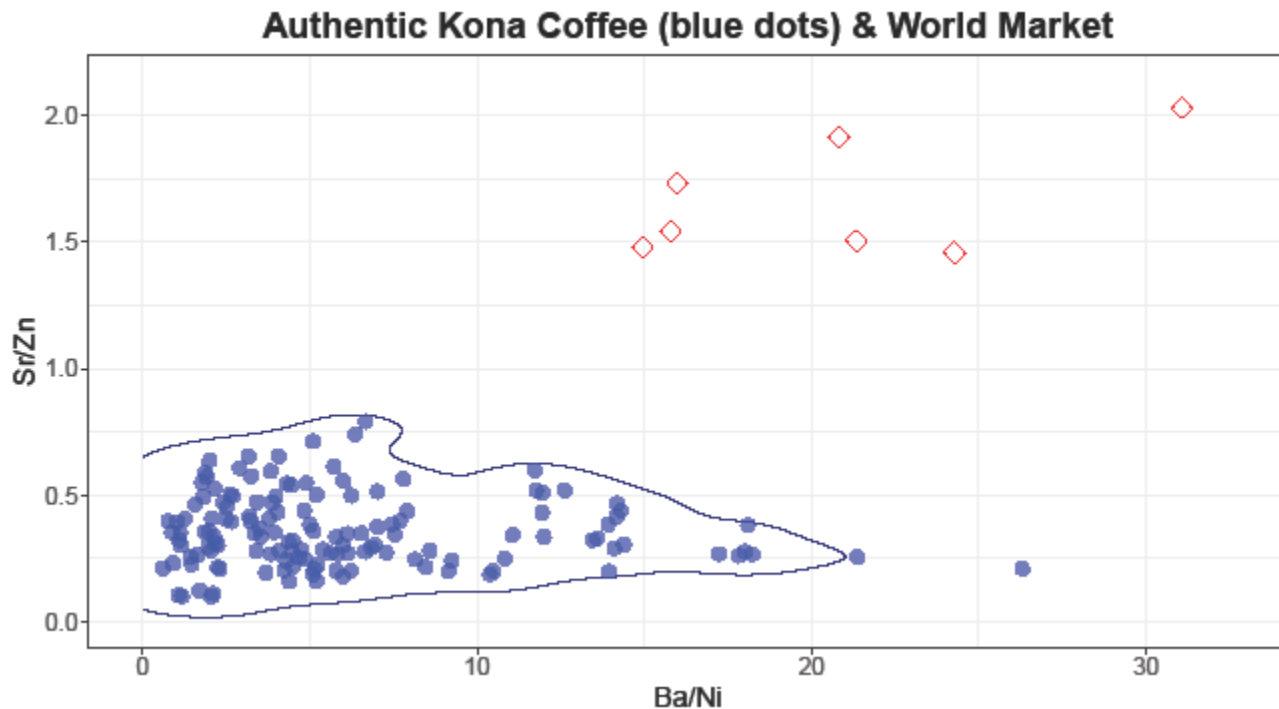
13  
14 84. Below is a sample image of the deceptive packaging used by World Market for its  
15 private-label “Kona” coffee product.  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27



**Figure WM-1**

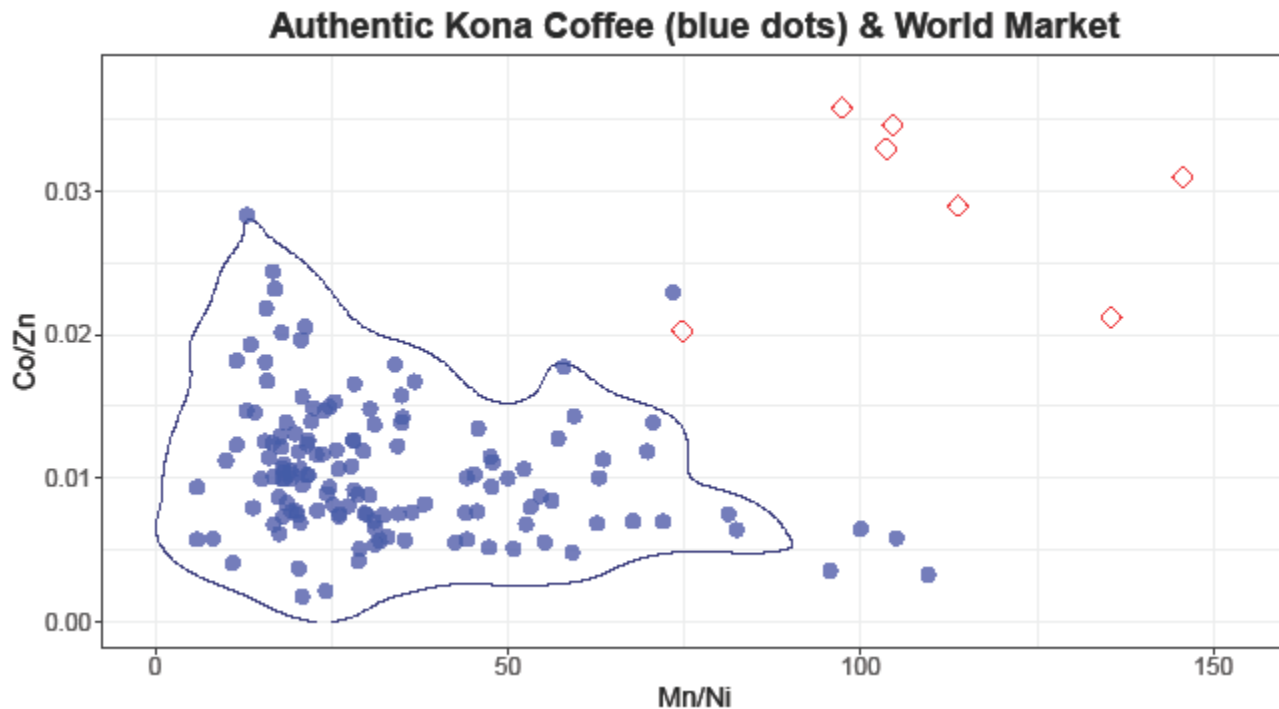
85. In addition, World Market sells a variety of deceptive coffee products from Hawaiian Isles, such as those shown above in paragraph 73, all of which mislead the consumer into believing that the products contain a significant amount of Kona coffee beans when they actually contain little or no Kona.

86. While consumers would reasonably believe that the coffee in package WM-1 predominantly consisted of Kona beans, the lab tests tell a different story. On the below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, World Market's designation of Kona as the origin of the coffee in these products is false.



**Figure WM-A**

87. The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces the same conclusion. These accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, World Market's designation of Kona as the origin of the coffee in these products is false.



91. In fact, these bags contain very little Kona coffee, if any. As an indicator of how little Kona coffee is actually in the package, note that authentic Kona has an average of no more than forty times (40x) as much manganese as nickel. In contrast, World Market samples range as high as one hundred forty times (140x) as much manganese as nickel. This evidence, and similar evidence from many other ratios, leads to the conclusion that there is very little Kona in this bag.

92. Even a consumer understanding the coffee in the package shown in WM-1 to be a blend of Kona and other coffees (a conclusion that very few consumers would draw based on this particular packaging) would expect the package to contain a meaningful percentage of Kona beans. Given the deviation in the concentration ratios, though, it is implausible that this package meets those consumer expectations.

1           93.     *BOYER'S*. Boyer's falsely designates the geographic origin of its "Kona" coffee  
2 products with the prominent placement of KONA on the front of the packaging. For example, Boyer's  
3 sells at least two different "Kona" coffee products. One is labeled "Café Kona" and the other is labeled  
4 "Kona Blend." The Boyer's packaging is intended to mislead the consumer into believing the that the  
5 product contains a significant amount of Kona coffee beans, when the product actually contains little  
6 to no Kona coffee. The deceptive product names are intended to trade off the reputation and goodwill  
7 of the Kona name. They deliberately mislead the consumer into believing that Boyer's coffee products  
8 contain significant amounts of premium Kona coffee beans in order to justify the high price Boyer's  
9 charges for what is actually ordinary commodity coffee. By using the term "Kona" to describe its  
10 products, Boyer's is falsely designating the geographic origin of the product, creating confusion  
11 around the geographic origin, and damaging the geographic designation itself. Boyer's use of the term  
12 "Kona" in the context of extolling the virtues of Colorado roasting undermines the meaning of the  
13 term, damaging its value to the farmers of authentic Kona in the Kona District.  
14  
15  
16

17           94.     Below are representative images of Boyer's deceptive "Kona" coffee products.  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27

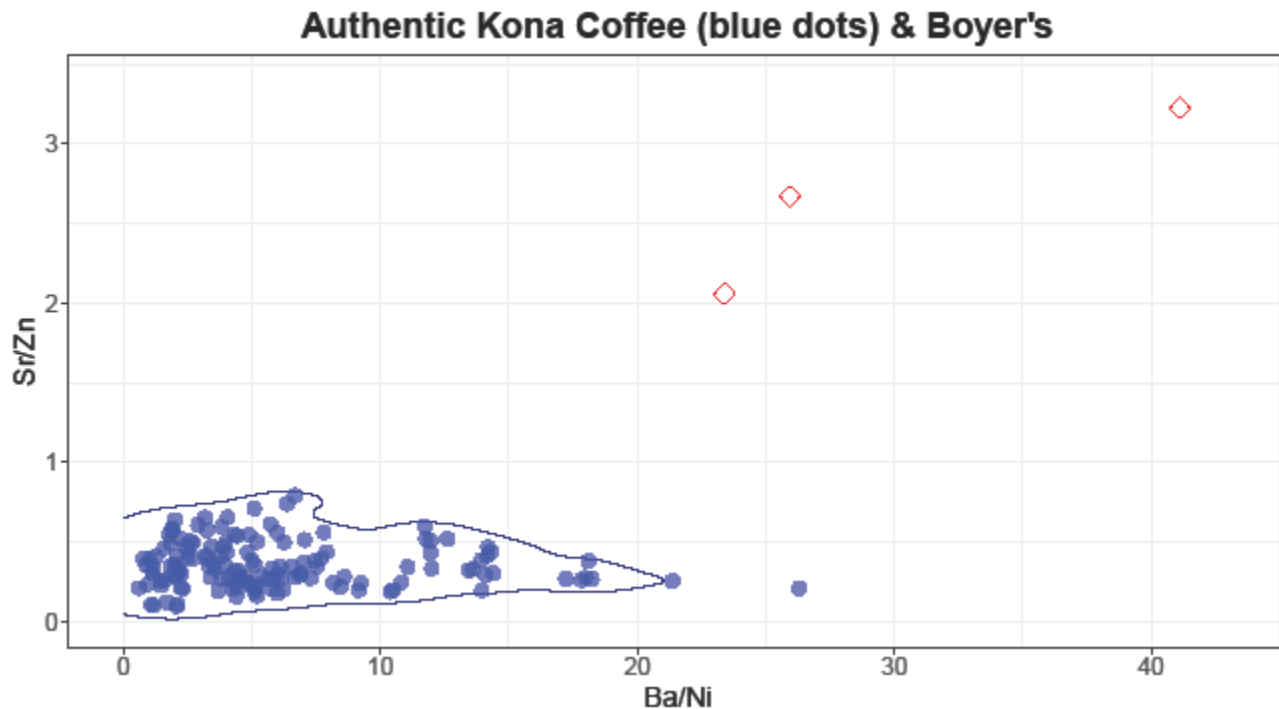


Figure BC-1

Figure BC-2<sup>2</sup>

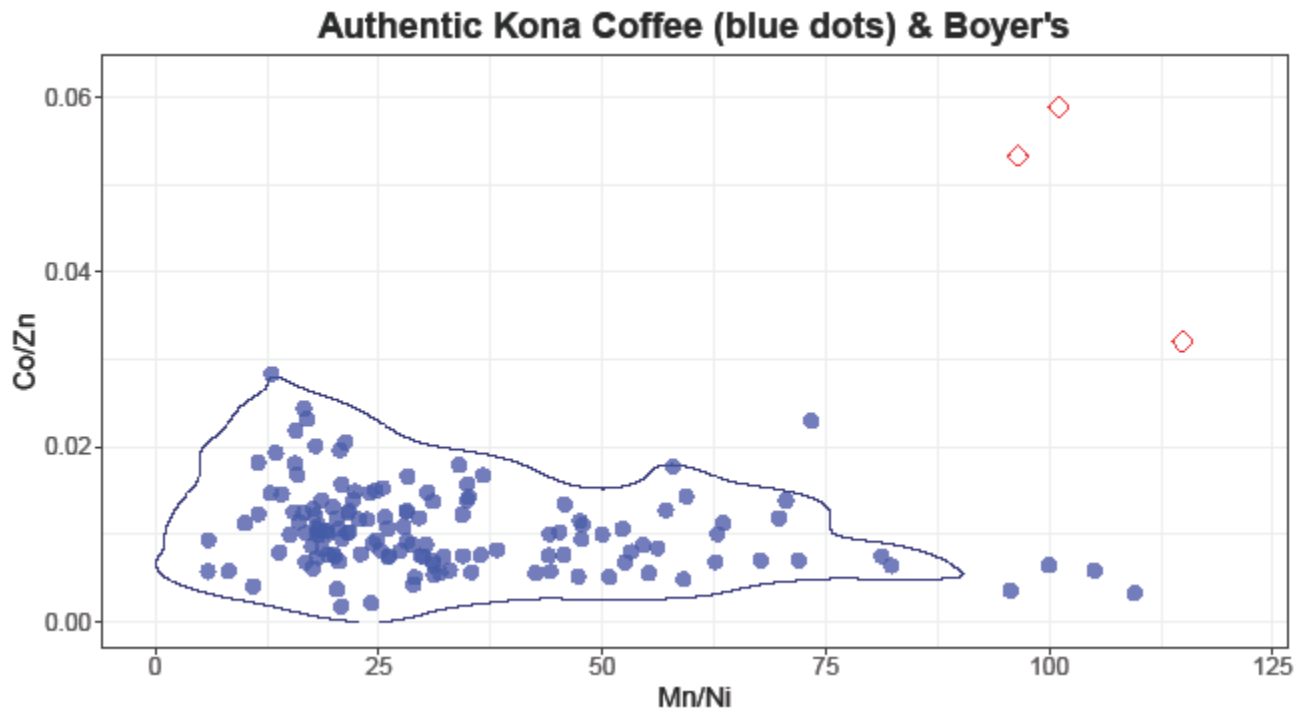
95. While the packages say Kona, the lab tests tell a different story. On the below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, Boyer's designation of Kona as the origin of the coffee in these products is false.

<sup>2</sup> Boyer's uses several variations of its packaging, but the differences are immaterial. Plaintiffs have archive photographs of each package actually tested.



**Figure BC-A**

96. The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces the same conclusion. These accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, Boyer's designation of Kona as the origin of the coffee in these products is false.



**Figure BC-B**

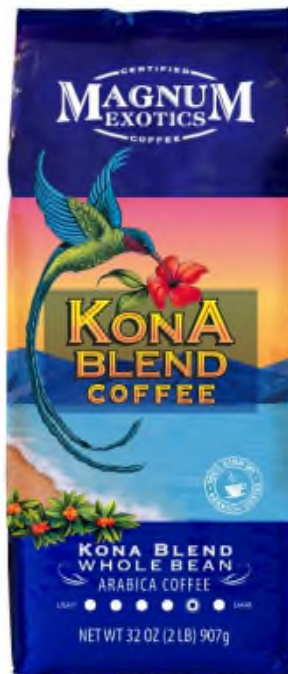
97. In fact, these bags contain very little Kona coffee, if any. As an indicator of how little Kona coffee is actually in the package, note that authentic Kona has an average of no more than forty times (40x) as much manganese as nickel. In contrast, Boyer's samples range as high as one hundred ten times (110x) as much manganese as nickel. This evidence, and similar evidence from many other ratios, leads to the conclusion that there is very little Kona in this bag.

98. Even a consumer understanding the coffee in the packages shown in BC-1 and BC-2 to be a blend of Kona and other coffees (a conclusion that very few consumers would draw based on this particular packaging) would expect the package to contain a meaningful percentage of Kona beans. Given the deviation in the concentration ratios, though, it is implausible that this package meets those consumer expectations.



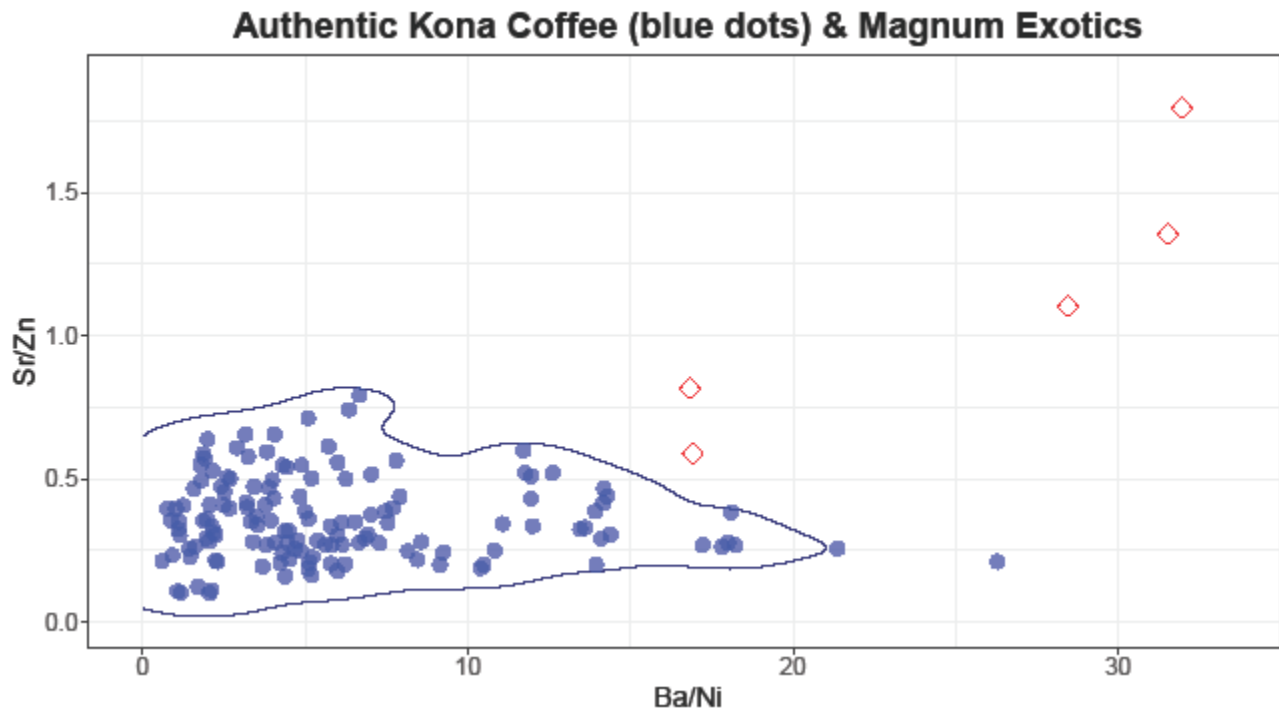
1           99.     *L&K COFFEE CO. LLC (MAGNUM EXOTICS)*. L&K falsely designates the  
2 geographic origin of its “Kona” coffee products with the prominent placement of KONA on the front  
3 of the packaging. With its marketing and packaging, L&K uses deceptive taglines and slogans such  
4 as “Certified,” “Kona High Mountain Coffee” and “100% High MT. Arabica Coffee.” On its online  
5 store, L&K describes its “Kona” coffee product as “Grown high in the mountains of Hawaii, this  
6 blended coffee has the perfect balance of light taste, full body and moderate acidity.” The deceptive  
7 marketing is designed to mislead consumers into believing that L&K’s Magnum Exotics “Kona”  
8 products contain coffee from the Kona District, when the coffee products actually do not contain a  
9 significant amount of Kona coffee, if any. L&K also designs its Magnum Exotics product packaging  
10 with imagery and text intended to mislead the consumer into believing that the coffee product contains  
11 coffee beans predominantly, if not exclusively, grown in Hawaii, and specifically in the Kona region.  
12 The deceptive imagery utilized by L&K includes illustrations of beaches, humming birds, hibiscus  
13 flowers, toucan birds, and tropical islands. The deceptive marketing, product names, and package  
14 designs are all intended to trade off the reputation and goodwill of the Kona name. They deliberately  
15 mislead the consumer into believing that L&K’s Magnum Exotics coffee products contain significant  
16 amounts of premium Kona coffee beans in order to justify the high price L&K charges for what is  
17 actually ordinary commodity coffee.  
18  
19  
20  
21

22           100.   Below is a representative image of L&K’s deceptive “Kona” coffee products.  
23  
24  
25  
26  
27



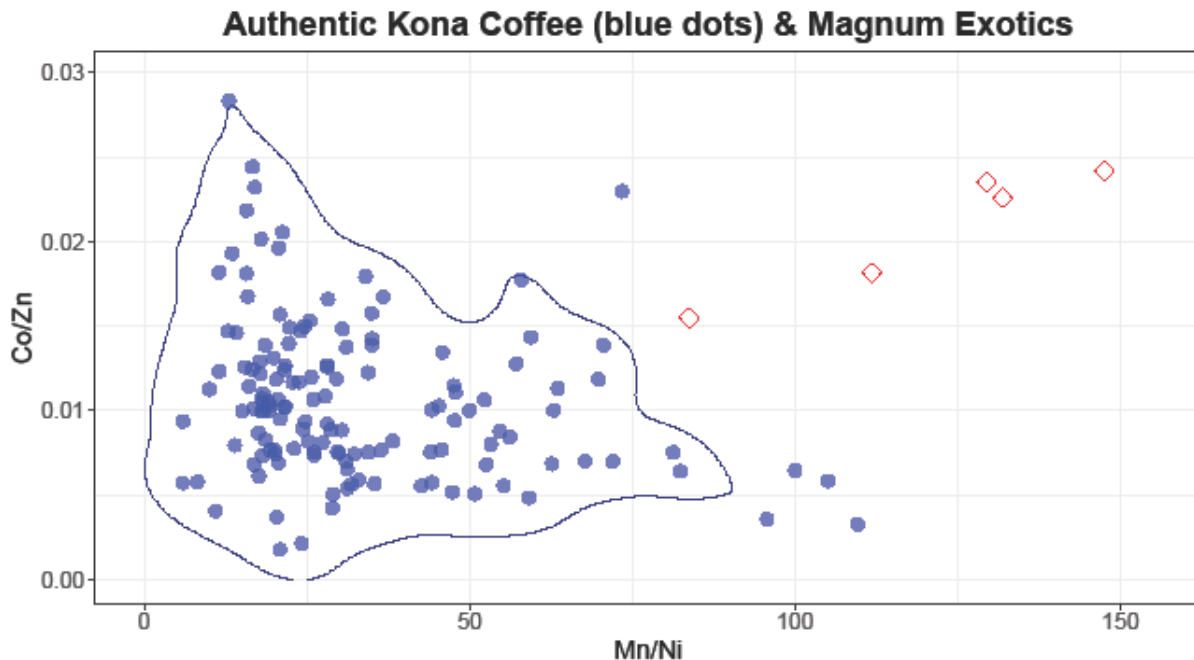
**Figure ME-1**

101. While consumers would reasonably believe that the coffee contained in the package shown in Figure ME-1 originated from Kona, the lab tests tell a different story. On the below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, L&K's designation of Kona as the origin of the coffee in these products is false.



**Figure ME-A**

102. The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces the same conclusion. These accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, L&K's designation of Kona as the origin of the coffee in these products is false.



**Figure ME-B**

103. In fact, these bags contain very little Kona coffee, if any. As an indicator, note that authentic Kona has an average of less than forty times (40x) as much manganese as nickel. In contrast, Magnum Exotics samples range as high as one hundred forty-five times (145x) as much manganese as nickel. This evidence, and similar evidence from many other ratios, leads to the conclusion that there is very little Kona in L&K's Magnum Exotics coffee products.

104. Even a consumer understanding the coffee in the package shown in ME-1 to be a blend of Kona and other coffees (a conclusion that very few consumers would draw based on this particular packaging) would expect the package to contain a meaningful percentage of Kona beans. Given the deviation in the concentration ratios, though, it is implausible that this package meets those consumer expectations.

105. *COPPER MOON COFFEE*. Copper Moon falsely designates the geographic origin of its "Kona" coffee products with the prominent placement of KONA on the front of the packaging. In

1 addition, Copper Moon uses deceptive names for its products intended to mislead consumers into  
2 believing that the coffee products contain a significant amount of Kona coffee. The deceptive product  
3 names include “Kona 100% Arabica Premium Blend,” and “Kona Premium Blend.” On its website,  
4 Copper Moon identifies the sources of the beans used in their coffee products, which include  
5 Nicaragua, Rwanda, Peru, and Ethiopia. Noticeably absent is any description for the source of the  
6 Kona coffee that they purportedly use in their Kona coffee products. Copper Moon also designs its  
7 product packaging with imagery and text intended to mislead the consumer into believing that the  
8 product labeled “Kona” contains coffee beans predominantly, if not exclusively, grown in the Kona  
9 District. For example, Copper Moon’s “Kona” products prominently feature a postage stamp of the  
10 iconic plumeria flower, used in Hawaiian lei, to mislead consumers into believing that the origin of  
11 the coffee product is Kona, Hawaii. The deceptive marketing, product names, and package designs  
12 are all intended to trade off the reputation and goodwill of the Kona name. They deliberately mislead  
13 the consumer into believing that Copper Moon coffee products contain significant amounts of  
14 premium Kona coffee beans in order to justify the high price Copper Moon charges for ordinary  
15 commodity coffee beans.

16  
17  
18  
19 106. Below are representative images of Copper Moon’s deceptive “Kona” coffee products.  
20  
21  
22  
23  
24  
25  
26  
27



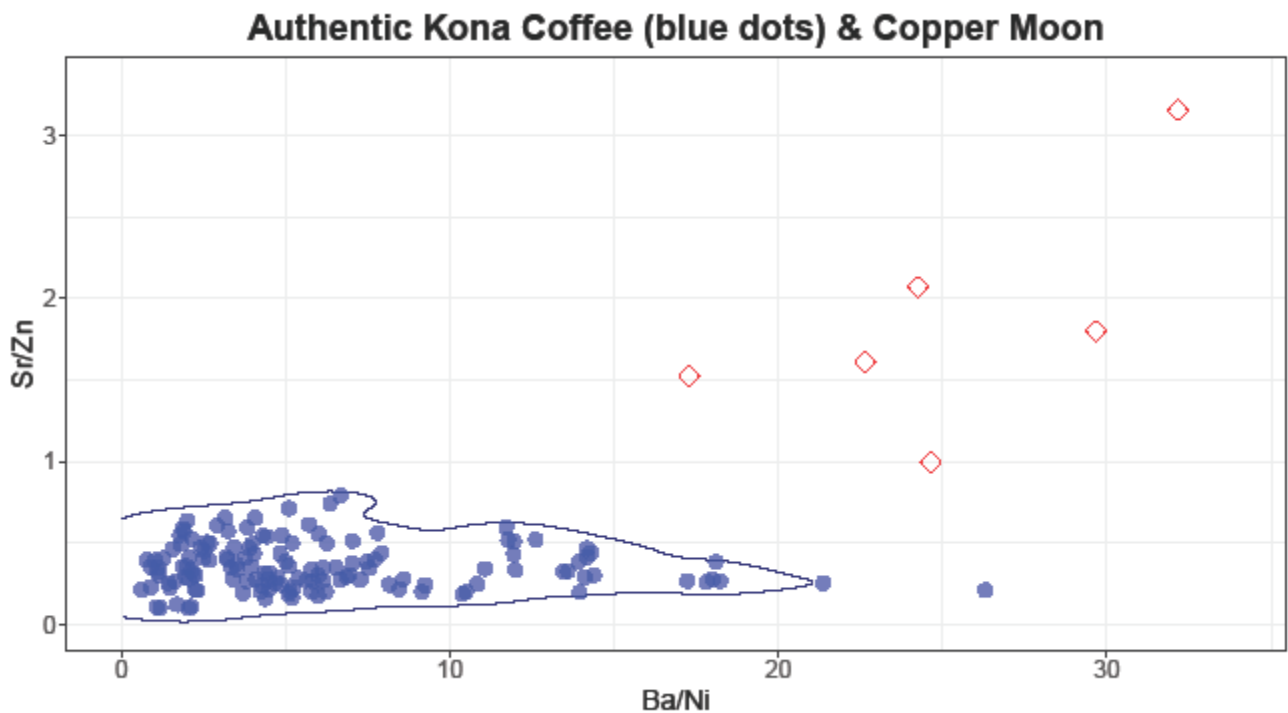
**Figure CM-1**

107. Copper Moon follows the term “Kona” with the percentage “100%,” which alone reinforces the impression that the coffee is unadulterated Kona. The misleading placement of “100%” near the term “Kona” is a deceptive practice employed by Copper Moon and other defendants to mislead consumers into believing that the product contains 100% Kona coffee.

108. Copper Moon also labels its product as “100% Arabica,” which is a deception that is common across many defendants. Like over 75% of the world’s coffee production, Kona is a kind of Arabica coffee bean. The term “Kona” followed by the phrase “100% Arabica” is therefore consistent with the bag containing pure Kona coffee. And it is not consistent with the bag containing non-Kona Arabica coffees. Imagine, for example, that the package had said “Kona — 100% Coffee.” That marketing line would be just as true for real Kona, and just as meaningless, as the “100% Arabica” line. And that language would never be interpreted as allowing the substitution of commodity coffee, since it “discloses” that it contains 100% coffee. Similarly, labeling a product with the phrase

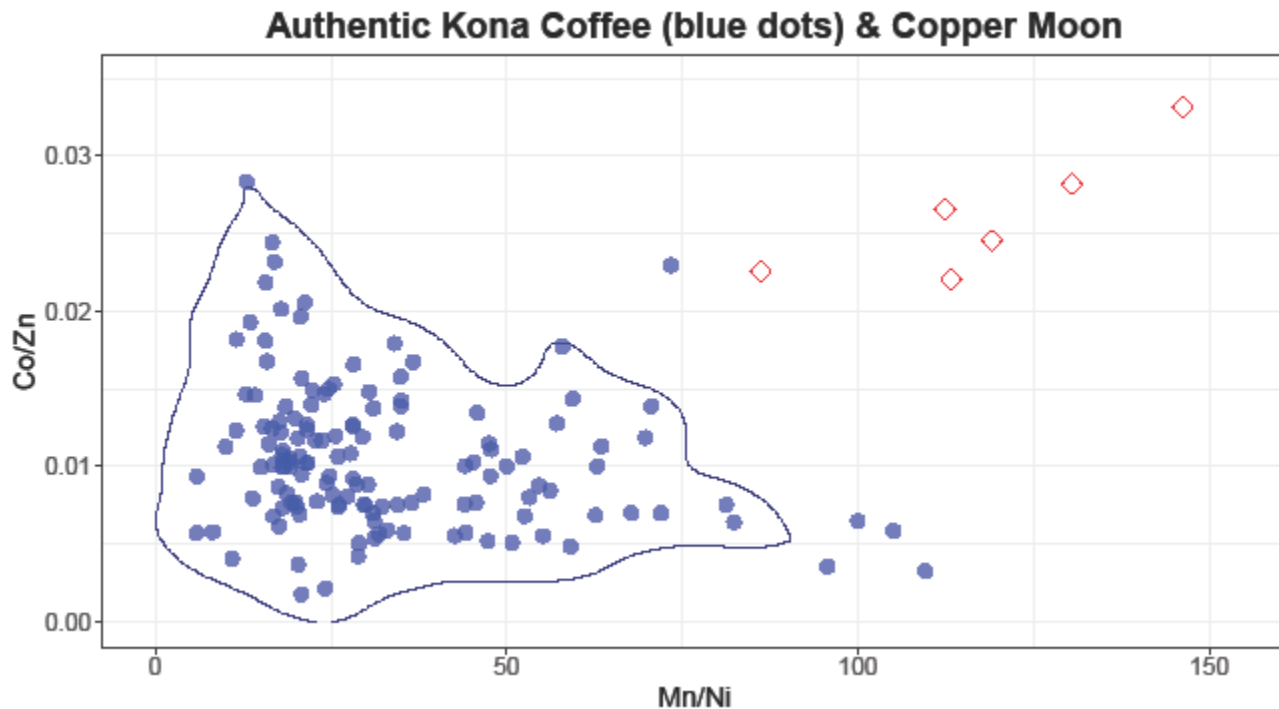
1 “100% Arabica” does not allow a defendant to substitute cheaper Arabica beans for Kona beans, while  
 2 misleading consumers to believe that the product contains 100% Kona coffee.

3  
 4 109. But while consumers would reasonably believe that the package in Figures CM-1  
 5 contains 100% Kona coffee, the lab tests tell a different story. On the below scatter plot showing the  
 6 strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by red  
 7 diamonds) are well outside the range of authentic Kona. In other words, Copper Moon’s designation  
 8 of Kona as the origin of the coffee in its products is false.



23 **Figure CM-A**

24 110. The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel  
 25 ratio reinforces the same conclusion. These accused products (marked by red diamonds) are well  
 26 outside the range of authentic Kona. In other words, Copper Moon’s designation of Kona as the origin  
 27 of the coffee in its products is false.



**Figure CM-B**

111. In fact, these bags contain very little Kona coffee, if any. As an indicator, note that authentic Kona has an average of less than eight times (8x) as much barium as nickel. In contrast, a Cooper Moon sample has over thirty times (30x) as much barium as nickel. This evidence, and similar evidence from many other ratios, leads to the conclusion that there is very little Kona in this bag.

112. Even a consumer understanding the coffee in the package shown in CB-1 to be a blend of Kona and other coffees (a conclusion that very few consumers would draw based on this particular packaging) would expect the package to contain a meaningful percentage of Kona beans. Given the deviation in the concentration ratios, though, it is implausible that this package meets those consumer expectations.

113. *CAMERON'S*. Cameron's falsely designates the geographic origin of its "Kona" coffee products with the prominent placement of KONA on its packaging. Cameron's also describes its



“Kona” coffee products as “premium,” when the coffee beans in the product are not “premium” beans from Kona but are instead merely commodity coffee beans from other regions of the world. To further deceive consumers as to the origin of the coffee beans in their “Kona” coffee products, Cameron’s packaging features a tropical flower to further the association between Hawaii and the Cameron’s product in the mind of the consumer. Cameron’s false designation of Kona as the origin of the coffee is intended to trade off the reputation and goodwill of the Kona name. They deliberately mislead the consumer into believing that Cameron’s coffee products contain premium Kona coffee beans in order to justify the high price Cameron’s charges for ordinary commodity coffee beans.

114. Below are representative images of the deceptive packaging used by Cameron’s for its “Kona” coffee products.



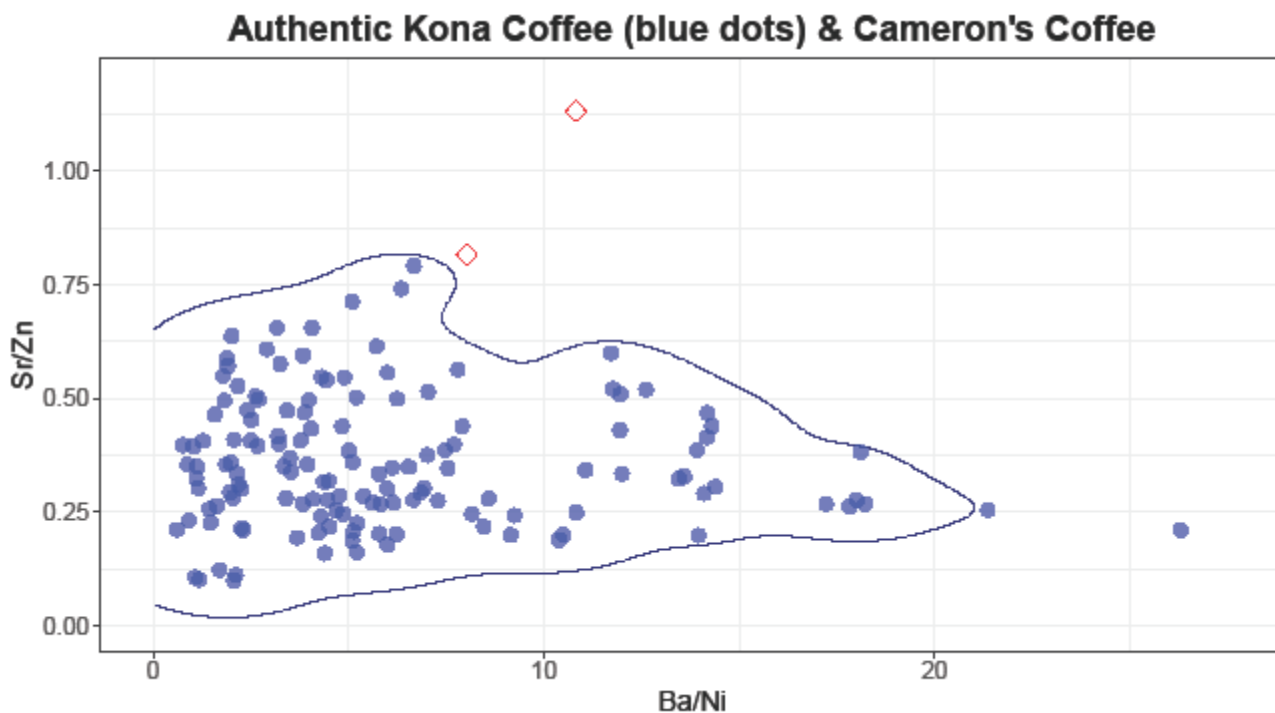
**Figure CC-1**



**Figure CC-2**

115. But while consumers could reasonably believe that the packages in Figures CC-1 and CC-2 contain nothing but Kona coffee, the lab tests tell a different story. On the below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by

red diamonds) are well outside the range of authentic Kona. In other words, Cameron's designation of Kona as the origin of the coffee in its products is false.



**Figure CC-A**

116. The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces the same conclusion. These accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, Cameron's designation of Kona as the origin of the coffee in its products is false.

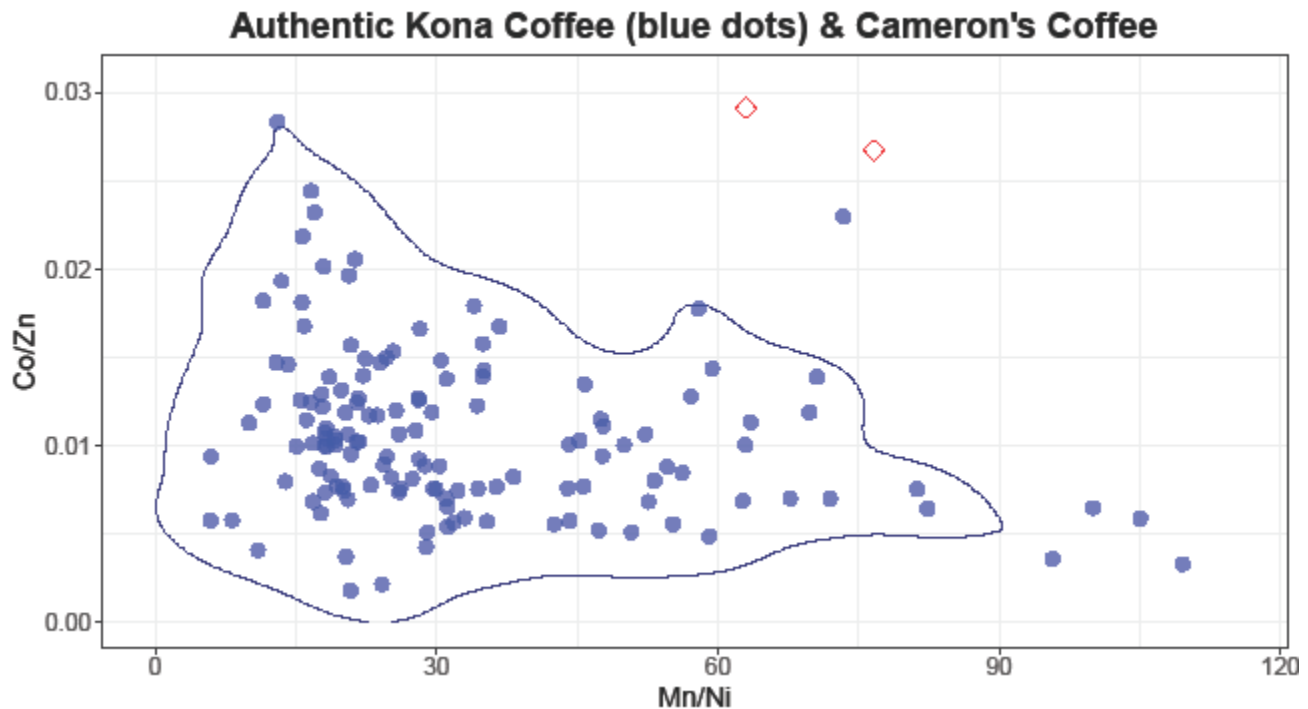


Figure CC-B

117. Even a consumer understanding the coffee in the package shown in CC-1 to be a blend of Kona and other coffees (a conclusion that very few consumers would draw based on this particular packaging) would expect the package to contain a meaningful percentage of Kona beans. Given the deviation in the concentration ratios, though, it is implausible that this package meets those consumer expectations.

118. *THE KROGER CO.* With its private-label “Kivu,” Kroger falsely designates the geographic origin of its “Kona” coffee products with the prominent placement of KONA on the label of both its pre-packaged products and its self-serve dispensers. In addition, Kroger sells coffee products from Hawaiian Gold, which also falsely designates Kona as the geographic origin. Kroger designs its product packaging with imagery intended to mislead the consumer into believing that the coffee product contains coffee beans grown in the Kona District. The deceptive packaging

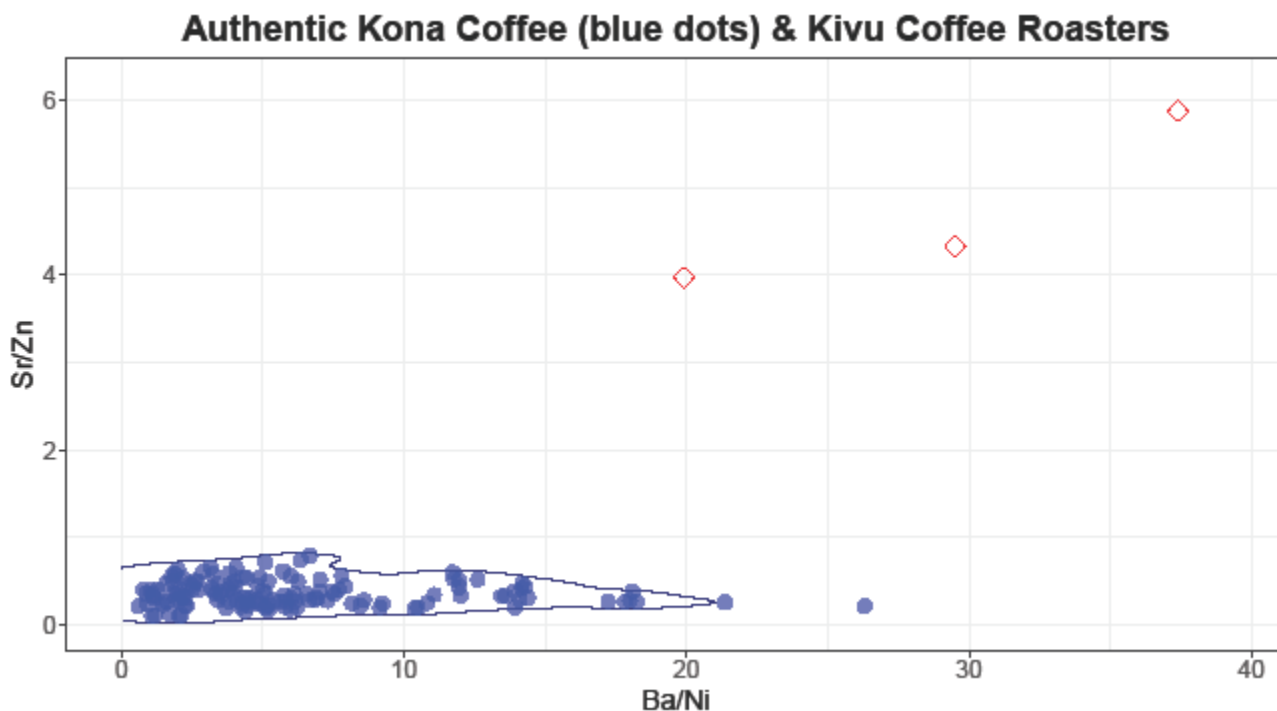
1 prominently features the word KONA with images of hibiscus flowers and tropical islands. The self-  
 2 serve dispensary for the Kivu coffee describes the product as “premium coffee ... grown on the steep  
 3 slopes of the Kona region of Hawaii.” These statements are intended to mislead consumers into  
 4 believing that the Kona coffee sold under the Kivu label is cultivated in the Kona region, when in fact  
 5 the product is mostly commodity coffee beans grown in other parts of the world. The deceptive  
 6 package design featuring the false designation of Kona as the origin of the coffee is intended to trade  
 7 off the reputation and goodwill of the Kona name. They deliberately mislead the consumer into  
 8 believing that Kroger’s coffee products contain nothing but premium Kona coffee beans in order to  
 9 justify the high price Kroger charges for ordinary commodity coffee beans.  
 10

11  
 12 119. Below is a sample image of the deceptive packaging used by Kroger for its private-label  
 13 “Kona” coffee product at its self-serve dispensers found in its retail stores.



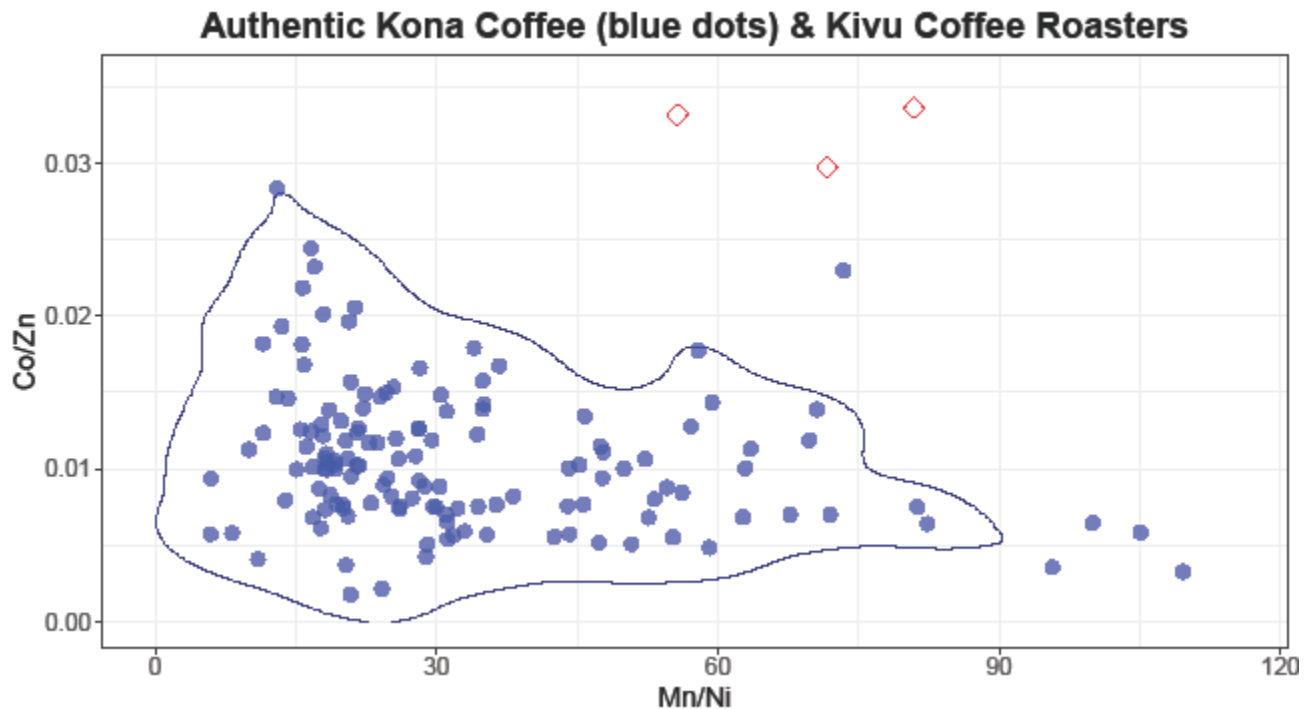
24  
 25  
 26  
 27 **Figure Kroger-1**

120. But while consumers could reasonably believe that the package in Figure Kroger-1 contains nothing but Kona coffee, the lab tests tell a different story. On the below scatter plot showing the strontium-to-zinc ratio and the barium-to-nickel ratio, these accused products (marked by red diamonds) are well outside the range of authentic Kona. In other words, Kroger's designation of Kona as the origin of the coffee in its Kivu products is false.



**Figure Kroger-A**

121. The below scatter plot showing the cobalt-to-zinc ratio and the manganese-to-nickel ratio reinforces the same conclusion. These accused Kroger Kivu products (marked by red diamonds) are well outside the range of authentic Kona. In other words, Kroger's designation of Kona as the origin of the coffee in its Kivu products is false.



14  
15  
16  
17  
18  
19

**Figure Kroger-B**

20  
21  
22  
23  
24  
25

122. In fact, these bags contain very little Kona coffee, if any. As an indicator, note that authentic Kona has less strontium than zinc. (See Figure Kroger-A.) In contrast, Kivu samples have between four times (4x) and six times (6x) as much strontium as zinc. This evidence, and similar evidence from many other ratios, leads to the conclusion that there is very little Kona in this bag.

26  
27

123. Even a consumer understanding the coffee in the package shown in Kroger-1 to be a blend of Kona and other coffees (a conclusion that very few consumers would draw based on this particular packaging) would expect the package to contain a meaningful percentage of Kona beans. Given the deviation in the concentration ratios, though, it is implausible that this package meets those consumer expectations.

124. *AMAZON.COM*. Through its online store at [www.amazon.com](http://www.amazon.com), Amazon sells a variety of deceptive coffee products, including but not limited to the following: MCC, Hawaiian Isles, Hawaii

1 Gold, Mulvadi, Cameron's, Copper Moon, Hazz, and Magnum Exotics. Each of these brands offers  
 2 products through Amazon that falsely designate KONA as the origin of the coffee beans. And Amazon  
 3 wrongfully profits on each sale.

4  
 5 125. *WALMART*. Walmart sells a variety of deceptive coffee products, including but not  
 6 limited to the following: MCC, Copper Moon, Cameron's, Hawaiian Gold, Boyer's, Hawaiian Isles,  
 7 and Mulvadi. Walmart wrongfully profits on each sale.

8  
 9 126. *COSTCO*. Costco sells a variety of deceptive coffee products, including but not limited  
 10 to Magnum Exotics. Costco wrongfully profits on each sale.

11  
 12 127. *BED BATH & BEYOND*. Bed Bath sells a variety of deceptive coffee products,  
 including but not limited to Copper Moon. Bed Bath wrongfully profits on each sale.

13  
 14 128. *ALBERTSONS & SAFEWAY*. Albertsons and Safeway generally offer for sale the same  
 15 coffee products featuring Kona on the label. They both sell a variety of deceptive coffee products,  
 16 including but not limited to Hawaiian Isles. Safeway also sells deceptive coffee products from  
 17 Cameron's. Albertsons and Safeway wrongfully profit on each sale.

18  
 19 129. *MNS LTD.* ("ABC"). ABC sells a variety of deceptive coffee products, including but  
 20 not limited to the following: Mulvadi, MCC and Hawaiian Isles. ABC wrongfully profits on each  
 21 sale.

22  
 23 130. *TJX*. Through its retail stores branded T.J. Maxx, TJX sells a variety of deceptive  
 24 coffee products, including but not limited to the following: Hawaiian Gold, Magnum Exotics, and  
 25 Kona Roasting Co. TJX wrongfully profits on each sale.  
 26  
 27

**CAUSE OF ACTION  
FALSE DESIGNATION OF ORIGIN, FALSE ADVERTISING, AND  
UNFAIR COMPETITION UNDER LANHAM ACT §43(a)  
(15 U.S.C. §1125(a))**

134. Section 43(a) of the Lanham Act provides in pertinent part: “Any person, who, on or in connection with any goods or services, or any container of goods, uses in commerce any word, term, name, symbol, or device, or any combination thereof, or any false designation of origin, false or misleading description of fact, or false or misleading representation of fact, which ... (A) is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association of such person with another person, or as to the origin, sponsorship, or approval of his or her goods, services, or commercial activities by another person, or (B) in commercial advertising or promotion, misrepresents the nature, characteristics, qualities, or geographic origin of his or her or another person’s goods, services, or commercial activities, shall be liable in a civil action by any person who believes that he or she is or is likely to be damaged by such act.” 15 U.S.C. §1125(a)(1)(A)&(B).

**KARR TUTTLE CAMPBELL**  
701 Fifth Avenue, Suite 3300  
Seattle, Washington 98104  
Main: (206) 223 1313  
Fax: (206) 682 7100



1           136. In violation of Section 43(a) of the Lanham Act, 15 U.S.C. §1125(a)(1), Defendants  
2 have used, continue to use and/or profit from the use of the Kona name as a false designation of origin.

3           137. In violation of Section 43(a) of the Lanham Act, 15 U.S.C. §1125(a)(1)(A),  
4 Defendants' false designation of origin for the coffee products they manufacture, distribute and/or sell  
5 in commerce is likely to cause consumer confusion and mistaken purchases, and is likely to deceive  
6 consumers as to the origin of the coffee products manufactured, distributed and/or sold by Defendants.

7           138. In violation of Section 43(a) of the Lanham Act, 15 U.S.C. §1125(a)(1)(B), Defendants  
8 have used in commerce descriptions that falsely and/or misleadingly designate Kona as the origin of  
9 the coffee products, when most of the coffee beans contained in the coffee products were sourced from  
10 other regions of the world.

11           139. By marketing and selling coffee products that falsely designate Kona as the origin of  
12 coffee beans that are of inferior quality, Defendants are damaging the reputation and goodwill of the  
13 Kona name, as well as the market value of authentic Kona coffee, to the detriment of Plaintiffs and  
14 the Class.

15           140. Plaintiffs and the Class are comprised of farmers of authentic Kona coffee who have  
16 been and continue to be damaged by Defendants' violations of the Lanham Act, and are therefore  
17 entitled to equitable relief, including a permanent injunction, and damages in an amount to be proven  
18 at trial. As a component of damages to be awarded, Plaintiffs and the Class request a substantial award  
19 to finance a national corrective advertising campaign to help remedy the harm that Defendants have  
20 caused to the goodwill and reputation of the Kona name.

21           141. Because Defendants are sophisticated participants in the coffee industry, with  
22 designated coffee buyers and designated coffee product managers, they have full knowledge of exactly  
23  
24  
25  
26  
27

1 what they are buying and what they are selling. Given the egregious nature of the Defendants' false  
 2 designation of Kona as the source of their commodity coffee beans, Plaintiffs and the Class seek an  
 3 award of three times actual damages.

4  
 5 142. Pursuant to 15 U.S.C. §1117(a), Plaintiffs and the Class are entitled to recover  
 6 Defendants' profits earned through the sale of various coffee products that falsely designate Kona as  
 7 the origin of the coffee beans.

8  
 9 143. As a direct and proximate result of their wrongful conduct as alleged above, Defendants  
 10 have caused, and will continue to cause, immediate and irreparable injury to Plaintiffs and the Class,  
 11 and to their business, reputation, and goodwill, for which there is no adequate remedy at law. As such,  
 12 Plaintiffs and the Class are entitled to an injunction under 15 U.S.C. §1116 permanently restraining  
 13 Defendants, both individually and collectively, from using the name "Kona" in their labels, packaging,  
 14 promotions, marketing, or advertising of any Kona product that they roast, manufacture, package, or  
 15 label.

16  
 17 144. Pursuant to 15 U.S.C. § 1117, Plaintiffs and the Class seek to recover the cost of this  
 18 action, and, because this case qualifies as exceptional, their reasonable attorneys' fees.

19 145. Plaintiffs and the Class seek to hold Defendants jointly and severally liable for the lost  
 20 profits of Plaintiffs and the Class and for corrective advertising necessary to restore the reputation and  
 21 goodwill of the Kona name.

## 22 23 **IX. PRAYER FOR RELIEF**

24 WHEREFORE, Plaintiffs request entry of judgment in their favor and against Defendants and  
 25 other relief as follows:  
 26  
 27

1           146. Defendants and its agents, officers, employees, representatives, successors, assigns,  
 2 attorneys and all other persons acting for, with, by and through, or under authority from the  
 3 Defendants, and each of them, be permanently enjoined from using the term “Kona” in describing,  
 4 labeling, or packaging Defendants’ own coffee products, or advertising, promoting, marketing or  
 5 selling the same.  
 6

7           147. Defendants be adjudged to have violated 15 U.S.C. § 1125(a) by falsely designating  
 8 their coffee products as originating from Kona, when in fact such goods contain no significant amount  
 9 of Kona coffee beans, if any.  
 10

11           148. Pursuant to 15 U.S.C. §1117, that Defendants be held jointly and severally liable for  
 12 all damages suffered by Plaintiffs and the Class resulting from the acts alleged herein.  
 13

14           149. That as a result of Defendants’ deliberate, willful, and intentional conduct in violation  
 15 of 15 U.S.C. § 1125(a), such damages be trebled.  
 16

17           150. Pursuant to 15 U.S.C. §1117, that Defendants be compelled to account for, and to  
 18 disgorge, any and all of the profits derived by Defendants through illegal acts complained of herein.  
 19

20           151. For an award of funds sufficient to carry out a national corrective advertising campaign  
 21 to mitigate the reputational harm Defendants’ wrongful conduct has caused, for which the Defendants  
 22 shall be held jointly and severally liable.  
 23

24           152. That Defendants be ordered, pursuant to 15 U.S.C. §1118, to deliver up for destruction  
 25 all containers, labels, signs, prints, packages, wrappers, receptacles, advertising, promotional material,  
 26 and products, or the like in possession, custody or under the control of Defendants that are determined  
 27 to violate Section 43 of the Lanham Act.

1           153. That the Court declare this to be an exceptional case and award full costs and reasonable  
2 attorneys' fees pursuant to 15 U.S.C. §1117.

3           154. That the Court grant prejudgment and post-judgment interest.

4           155. That the Court grant any other remedy to which Plaintiffs and the Class may be entitled  
5 as provided by law or equity.  
6

7           156. For such other and further relief, including costs and attorneys' fees, as allowed by law  
8 and as the Court deems just and equitable.  
9

10                           **DEMAND FOR JURY TRIAL**

11           Plaintiffs respectfully demand a trial by jury on all claims and issues so triable.

12           DATED this 21<sup>st</sup> day of May 2019.  
13

14                           KARR TUTTLE CAMPBELL  
15                           Attorneys for the Plaintiffs

16                           s/ Nathan T. Paine

17                           Nathan T. Paine, WSBA #34487  
18                           Mark A. Bailey, WSBA #26337  
19                           701 Fifth Avenue, Suite 3300  
20                           Seattle, Washington 98104  
21                           Telephone: 206-223-1313  
22                           Facsimile: 206-682-7100  
23                           Email: npaine@karrtuttle.com  
24                           mbailey@karrtuttle.com

25                           s/ Paul Richard Brown

26                           Paul Richard Brown, WSBA #19357  
27                           Daniel T. Hagen, WSBA #54015  
                              701 Fifth Avenue, Suite 3300  
                              Seattle, Washington 98104  
                              Telephone: 206-223-1313  
                              Facsimile: 206-682-7100  
                              Email: pbrown@karrtuttle.com  
                              [dhagen@karrtuttle.com](mailto:dhagen@karrtuttle.com)

**CERTIFICATE OF SERVICE**

I, Kay M. Sagawinia, affirm and state that I am employed by Karr Tuttle Campbell in King County, in the State of Washington. I am over the age of 18 and not a party to the within action. My business address is: 701 Fifth Ave., Suite 3300, Seattle, WA 98101. On this day, I caused to be filed with the Court a true and correct copy of the foregoing FIRST AMENDED COMPLAINT via the Court's electronic filing system, which caused service of the document to all parties registered to receive notifications through CM/ECF.

**AND VIA ELECTRONIC MAIL TO:**

Trenton H. Norris, (CA Bar #164781)  
Arnold & Porter Kaye Scholer LLP  
Three Embarcadero Center, 10<sup>th</sup> Floor  
San Francisco, CA 94111-4024  
Phone: 415-471-3303  
Fax: 415-471-3400  
Email: [trent.norris@arnoldporter.com](mailto:trent.norris@arnoldporter.com)  
*Attorneys for Bed Bath & Beyond Inc., Copper Moon Coffee, LLC*

I declare under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct, to the best of my knowledge.

Dated this 21<sup>st</sup> day of May 2019, at Seattle, Washington.

/s/ Kay M. Sagawinia

Kay M. Sagawinia  
Legal Assistant